

FORMERLY THE SPICE MILL

# COFFEE & TEA INDUSTRIES

*and The Flavor Field*

80th YEAR

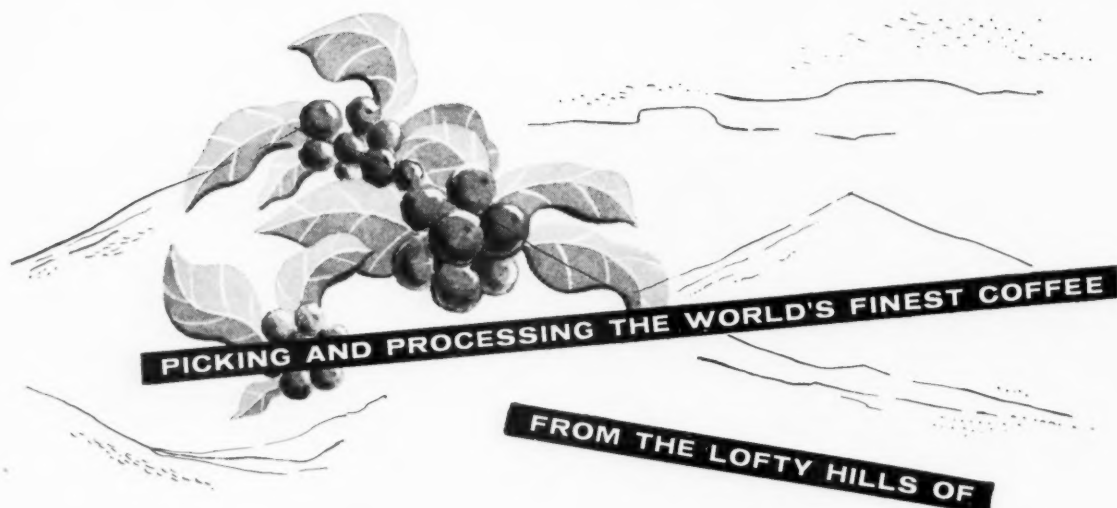
JULY, 1957

**C. E. BICKFORD & CO.**  
COFFEE BROKERS  
AND AGENTS

*Since 1886*

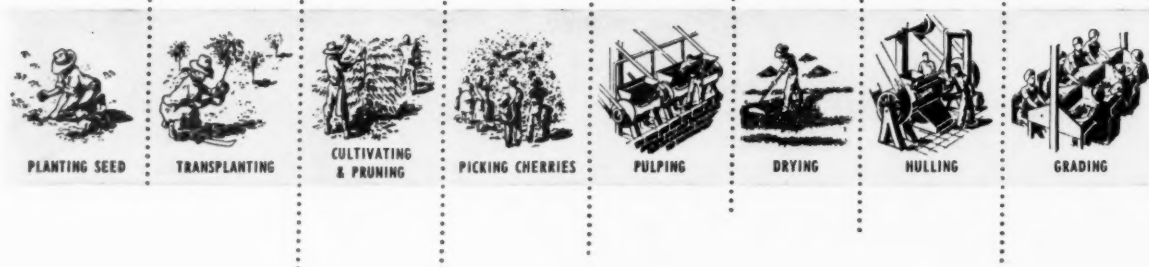
NEW YORK  
120 Wall Street

NEW ORLEANS  
427 Gravier St.



# COLOMBIA

FOR THE COFFEE PLEASURE OF AMERICA



**NATIONAL FEDERATION OF  
COFFEE GROWERS OF COLOMBIA**  
120 Wall Street • New York 5, N. Y.  
Member of Pan American Coffee Bureau

# Savings made by BAR-NUN COFFEE PACKAGING EQUIPMENT are proved in plant installations



## weighing into any type of container

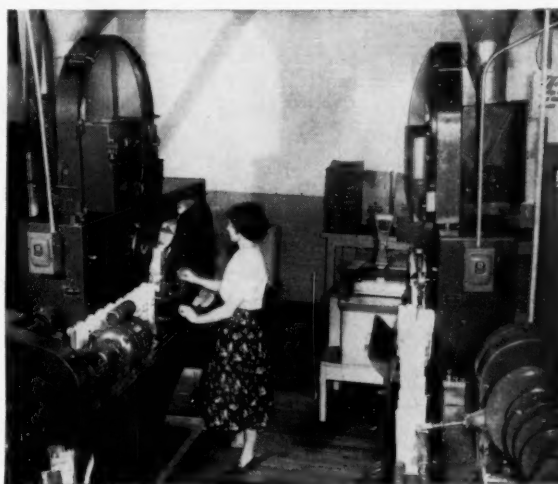
Extreme, consistent accuracy of the Bar-Nun "Auto-Check" Net Weigher stops costly overweights. Bar-Nun dependability and ease of operation save packaging time and labor, too. In many coffee plants, both large and small, Bar-Nun Weighers have paid for themselves through these savings—usually within the first year of operation. Bar-Nun "Auto-Check" Net Weighers are made in several models, to weigh from 1/4 ounce up to 5 pounds of ground or whole bean coffee.

*This user reports: "Before installing the No. 25 Bar-Nun Weigher, it was necessary for us to use two machines to weigh a range of packages from three ounces to one pound, and we kept two girls busy on weighing alone. Now, we have been able to weigh all our packages on one machine with a great saving in labor and coffee."*

## automatic packaging of bag coffee

Where the volume of bag coffee warrants it (3500 or more bags a day), the complete Bar-Nun Automatic Bag Feeder, Opener and Weigher saves about twice as much as the Weigher alone. Labor requirements are cut sharply, because the Bar-Nun automatically feeds, opens, holds, weigh-fills and ejects the bags. The operator has only to keep the Bar-Nun supplied with empty bags and make an occasional simple adjustment. Besides releasing packaging help for other duties, the Bar-Nun increases efficiency by setting a regular, mechanical pace that keeps the department operating steadily and productively. Scores of users confirm these big Bar-Nun savings from their own production records.

*An installation of two Bar-Nuns, one with right-hand discharge and one with left-hand, permits ONE operator to tend both machines, with a combined production of about 56 bags a minute—ready for the closing machines.*



Tell us what weights you package, whether ground or bean coffee, and the type of container, and we'll give you complete details on the Bar-Nun model that will effect these savings in your packaging department. Write today.



**B. F. GUMP CO.** 1312 S. Cicero Avenue, Chicago 50, Illinois

—Engineers and Manufacturers Since 1872—

GUMP RAY-NOX COFFEE ROASTERS • GUMP COFFEE GRANULIZERS • IDEAL GREEN COFFEE CLEANERS  
BAR-NUN "AUTO-CHECK" NET WEIGHERS • BAR-NUN BAG FEEDERS, OPENERS AND WEIGHERS  
DRAVER COFFEE BLENDING SYSTEMS • ELEVATORS AND CONVEYORS • EDTBAUER-DUPLEX NET WEIGHERS

# NOW MORE THAN EVER IS THE TIME TO SAVE

WITH  
PORTUGUESE  
WEST  
AFRICANS

ANGOLA  
CABO VERDE •  
S.TOMÉ • TIMOR



THEY ARE SWEET AND THEY WILL BRING DOWN THE COST OF YOUR BLENDS

## JUNTA<sup>DE</sup> EXPORTAÇÃO<sup>DO</sup> CAFÉ

HEAD OFFICE: RUA AUGUSTA - 27 - LISBON - PORTUGAL

Coffee & Tea Industries and The Flavor Field, published monthly by The Spice Mill Publishing Company, 106 Water St., New York, N. Y. Subscriptions \$4.00 a year, 50 cents per copy, July 1957 Vol. 89 No. 7. Reentered as second class matter June 22, 1951, at the Post Office at New York, N. Y., under the Act of March 3, 1879.





## ANNOUNCING A NEW BANK OF AMERICA BRANCH IN GUATEMALA CITY

A new Bank of America branch has just opened for business in Guatemala City ...thriving hub of a nation where bold economic advances are now awakening world-wide interest. We welcome this opportunity to bring Bank of America service to progressive Guatemala... and to offer *you* this important addition to our global banking facilities.

Guatemala City Branch  
5<sup>a</sup> Avenida 11-16, zona 1,  
Guatemala City, C. A.  
Manager: William H. Bolin

**\*Bank of America  
(International)**  
Home Office: 40 Wall Street, New York  
Branches: Duesseldorf, Guatemala City,  
Singapore, Paris, Beirut

\* A WHOLLY OWNED SUBSIDIARY OF BANK OF AMERICA, NATIONAL TRUST & SAVINGS ASSOCIATION; HEAD OFFICES: SAN FRANCISCO 20, LOS ANGELES 54 • OVERSEAS BRANCHES: LONDON • MANILA  
TOKYO • YOKOHAMA • KOBE • OSAKA • BANGKOK • GUAM • REPRESENTATIVE OFFICES: NEW YORK • MEXICO CITY • MILAN • ZURICH • PARIS • NEW DELHI • HAVANA • RIO DE JANEIRO • BEIRUT

JULY, 1957

# BRAZILIAN COFFEE and

The millions of U.S. citizens who will drink iced coffee this year naturally do not all like the same blend or brand. They may even differ as to which is the best "new way to take an iced coffee break." Yet one thing is certain—more iced coffee will be made using Brazilian coffees than any other. The reason is basic—Brazil continues, year after year, to export more of its coffee to the United States than any other country.

Brazilian coffees are unequalled in variety and quality. They satisfy a wider range of consumer tastes than any other coffee. Experts and the general public agree on the eminence of their rich body, full flavor and aroma. The U.S. taste for coffee has been built on Brazils.



## BRAZILIAN COFFEE INSTITUTE

# the ICED COFFEE CAMPAIGN



**BRAZIL SUPPORTS THE U. S. INDUSTRY-WIDE  
CAMPAIGN TO SHOW "NEW WAYS TO TAKE  
AN ICED COFFEE BREAK."**

**120 WALL STREET, NEW YORK 5, N. Y.**

**LAMOFOIL BAG**

"Flexible can" of reverse printed acetate laminated to bright foil

**FLAV-O-TAINER**

Bleached kraft bag lined with Pliofilm\* for protection against oxygen



# NIFTY or THRIFTY

## A PACK FOR EVERY PRICE RANGE AT CONTINENTAL

Not only does Continental make a package for almost every kind of product, we also make a variety of packages for one product.

Take these two coffee bags, for instance. "Flexible cans" of gleaming Lamofoil make real standouts on the shelf. They are bound to sell because they attract the customers and let them know that this is a quality product. On the other

hand, Flav-o-tainer bags of printed bleached kraft look like a bargain. They'll pick up many, many impulse sales among the bargain shoppers. Both packages are tops in preserving freshness. And both have the extra sales appeal of crisp, bright Shellmar-Betner printing.

Whatever your flexible packaging needs, we can fill them at Continental. Call us today.

\*TM, THE GOODYEAR T. & R. CO.

**CONTINENTAL  CAN COMPANY**

**SHELLMAR-BETNER DIVISION**



QUALITY PRINTERS AND CONVERTERS OF FLEXIBLE PACKAGING MATERIALS



## YOURS for the asking

The booklets listed below contain specialized, detailed information on various subjects. This literature is yours for the asking. Merely fill out the coupon and mail.

### 1—THE MAGIC BEAN

A colorful 16-page, cartoon-style booklet, "The Magic Bean" is being distributed to members of the trade. Illustrations graphically depict the coffee story from seed to cup and other interesting information. Back cover has room for your own imprint. National Coffee Association, 120 Wall St., New York 5, N. Y.

### 2—AUTOMATIC BAGGER

This illustrated folder describes a flat bag filling and sealing machine which is fully automatic. The filling and sealing are both done by the single machine. Glue or heat sealing can be used, or a combination of both. It is suggested especially for packaging coffee for glass coffee-makers. Ulbeco, Inc., 484 State Highway #17, Paramus, N. J.

### 3—MODERN FILLING MACHINES

This illustrated, four-page folder describes various kinds of filling machines developed for today's packaging requirements. Among the machines are universal fillers, automatic auger feeds, automatic duplex units, automatic tight wrappers and others. Stokes and Smith Co., 4900 Summerdale Ave., Philadelphia 24.

### 4—SAMPLE TESTING

Sample testing equipment for coffee and tea companies is described in a four-page illustrated folder. Covered are sample roasters, testing tables, grinders, sieves, kettle outfits, cuspidors, etc. Among the illustrations is that of a typical coffee testing room. Jabez Burns & Sons, Inc., 11th Avenue at 43rd St., New York 36, N. Y.

### 5—NEW COFFEE ROASTER

An illustrated folder describes a new coffee roaster, B. F. Gump Co.'s Ray-Nox. The folder tells about the method of roasting used in the Ray-Nox Roaster, and other features of operation and construction, including recording thermometers and controls. B. F. Gump Co., 1325 S. Cicero Avenue, Chicago 50, Ill.

SPICE MILL PUBLISHING CO.  
106 Water St., New York 5, N. Y.

Please send me the booklets whose numbers I have checked:

1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Firm Name .....

Street Address .....

City and State .....

Signature ..... Title .....

JULY, 1957

Formerly THE SPICE MILL



80th Year

July, 1957

Vol. 80, No. 7

Free coffee flow, more promotion urged at PCCA Convention .....	9	Big strides in vanilla research Report on 1957 FEMA convention in NYC .....	53
Kroger's instant coffee plant Big new Cincinnati plant makes firm's own brands .....	13	ASTA broadens membership Shawnee convention approves new base for revenue program .....	57
Soluble solids in beverage coffee as an index to cup quality .....	17	Designing Ehlers new gourmet spice line .....	59
Let's "think one play ahead" Part 2 of McKiernan's Report to PCCA meeting .....	21		
<b>Departments</b>			
Radio spots back iced coffee .....	22	Mark my word!—Mark M. Hall .....	21
Green coffee use up in U. S. ....	24	Marketing .....	22
The impulse factor in tea sales Advertising man sees some vital questions in survey .....	41	Crops and countries .....	28
Iced tea becomes hot year round seller .....	44	Solubles .....	30
Tea leaders visit Dexter mill .....	46	Ship sailings .....	31
Tea Association names committees ..	47	Coffee movements .....	37
Ocean freight rates on tea .....	48	Editorials .....	39
"Sandwich Time" tie-ins .....	51	Tea movements .....	47
		News from key cities .....	63-66

Publisher, E. F. Simmons; Editor, Bernard Sachs; Advertising Manager, Ben Kingoff; Business Manager, E. Redmond; Circulation Manager, E. Patterson.

Representatives: **New Orleans** — W. McKennon, 627 Dumaine St.; **California** — Mark M. Hall, 1215 Shattuck Ave., Berkeley, Calif.; **Chicago** — Harry T. Lane, 141 W. Jackson St.; **Mexico City** — Douglas Grahame, Apartado 269; **Rio de Janeiro** — A Sampaio Filho, Rua Quitando 191; **Santos** — Tullio Catunda, Praça Maua, 29-s/217.

Subscription: \$4.00 per year, U. S. A.; \$4.50, Canada; \$5.00, Foreign. Published monthly. Copyright 1957 by The Spice Mill Publishing Co., Inc., 106 Water Street, New York 5, N. Y., Whitehall 4-8733.

80th Year



T. M. Reg.

Pioneer Publication in Coffee, Tea, Spice, Flavor

with

**BURNS ROASTERS**



**you are  
always  
up-to-date**

## **THERMALO= THE BEST IN COFFEE ROASTING**

- ***every bean uniform in color throughout the roast***
- ***each bean uniform in color from center to surface***
- ***and richer flavor, fuller body, deeper aroma, lasting freshness***

Why are the most modern coffee roasting plants built around Thermalo equipment? Because Thermalo Roasters use all convection, high velocity, low-temperature heat to achieve the best in coffee roasting. No danger of tipping or spotting from radiant heat. No smudging either, because Thermalo's exclusive recirculation feature constantly "washes" the beans to give you a shiny clean, full flavored roast every time. In addition, Thermalo Roasters give you real operating economy, wonderful ease of cleaning. What about shrinkage?—Just as low as you want it!

**SMOKELESS OPERATION**—If the local authorities (or just good public relations) require smoke elimination, the solution is easy. Burns builds the elimination right into your Thermalo, providing the lowest operating cost available and avoiding the need for extra equipment.

**AUTOMATIC CONTROL**—Automatic control (available for either regular or smokeless Thermalo Roaster) carries Thermalo uniformity one step further by assuring the same even development roast after roast. Burns Controls also include flame and power failure safety protection.

**JABEZ BURNS AND SONS, INC.**  
NEW YORK CHICAGO  
ENGINEERS DALLAS SAN FRANCISCO



Presidential gathering (left) at Pebble Beach: Incoming PCCA president, E. M. Manning, Jr.; outgoing, Eugene T. Heathcote; New York City Green Coffee Association president, Fred Byers. Coffee demonstration (center) after general meeting: Eugene G. Laughery, Coffee Brewing Institute president, and John C. Leach, CBI Western representative, answer questions while conventioners

test results. Coffee has many facets (right): Russell Atha, J. A. Folger & Co., Kansas City; Henry Drath, Bank of America; W. O. Granicher, Leon Israel & Bros., Inc.; H. Urrutia, Leonidas Lara & Sons, Inc.; Andres Uribe, National Federation of Coffee Growers of Colombia; Fred H. Silence, Ruffner, McDowell & Burch, Inc.; Leon Israel, Jr., president, New York Coffee & Sugar Exchange.

## free coffee flow, stepped-up promotion urged by PCCA at convention

By MARK M. HALL, California Representative  
Coffee & Tea Industries

The Pacific Coast Coffee Association conventions are an opportunity for the western roaster or green man to enlarge his trade acquaintances or make closer contacts in a social way with the men with whom he has to do business. Not that there is any business transacted at these conventions, but certainly they make it easier later. This was certainly true of the 26th annual PCCA convention, held at the Del Monte Lodge. Added to a large membership in attendance, the directors of the National Coffee Association held their meeting at the same time.

The keynote of the convention could have been stated in the title of NCA President John F. McKiernan's speech, "Let's Start Thinking a Play Ahead." If there is to be progress in the industry, planning to meet future problems, to anticipate them, is essential.

A new PCCA president, E. M. Manning, Jr., of Manning's, Inc., was chosen. Weldon H. Emigh, of the company bearing his name, was named vice president, both San Francisco coffee men.

Unusual interest was shown in the sports, such as golf and baseball. There was no dampening of the members' enthusiasm for Del Monte, and its continuance as a meeting place for PCCA is assured.

The PCCA membership went on record at the business meeting on Tuesday, May 28th, with a resolution saying it was "still definitely opposed to any international coffee agreement involving export quotas and other controls," and reaffirmed a stand for the free flow of coffee to consumers' markets "without jeopardy of outside interference."

The second resolution noted the continuation of building of soluble coffee plants in producing countries, "increasing the shipment of the finished product to the U.S.A. and indicating an alteration in the existing methods of importing processes and distribution." In the light of this development it was resolved to recommend to NCA that a continuing study be maintained to determine the effects of such activities on our U. S. A. coffee economy to the end that appropriate steps be taken to preserve and protect the interests of our industry."

Another PCCA resolution recognized "the need for progressive steps to be taken by all members of the coffee industry to bring about increased consumption and a greater popularity of coffee," and urged the association's members "to continue their efforts in and support of the National Coffee Association, the Coffee Brewing Institute, Inc., the Pan-American Coffee Bureau and all affiliated bodies working toward increasing coffee consumption in the U. S. and the improvement of coffee as a beverage."

A pre convention cocktail party was held Sunday evening, May 26th, honoring the NCA directors. Monday was the day of registration, with a cocktail party tendered by the allied industries in the evening, just before dinner and entertainment.

That part of the show which used local talent was a credit to Ed Johnson, Jr., who was in charge. Elmer Briggs, Earl Lingle and Fred Stasiowski played the role of bathing girls. Chubby Elmer, in a black wig, brought down the house. Ed and Norm Johnson, Bill Seeley and

# LOCAL RADIO BACKS ICED COFFEE!

CBS and NBC network radio — sponsored by the Coffee Bureau — will push coffee sales throughout the hottest summer months, July and August! Each week, 20 commercial mes-

sages are beamed during top listening daytime hours to housewives — more than 32 million of them coast-to-coast — to promote Iced Coffee and the Iced "Coffee-break!"

**Check the list below to see which stations carry the Iced Coffee story in your area. Orders have been placed with the 224 stations listed.**

NBC	CBS	NBC	CBS	NBC	CBS	NBC	CBS
ALABAMA		ILLINOIS		JACKSON		PHILADELPHIA	
WAPI Birmingham		WMAQ Chicago		WJDX Jackson		WRCV Philadelphia	
WALA Mobile	WBRC	WEEK Peoria	WBBM	WAML Laurel		Pittsburgh	WCAU
WHYY Montgomery		INDIANA	WMBD	WMIS Natchez		Reading	KQV
WHBB Selma		WKJG Fort Wayne		MISSOURI		Scranton	WGBI
ARIZONA		WGBF Evansville		WDAF Kansas City	KCMO	Wilkes-Barre	
KTAR Phoenix		WIRE Indianapolis	WISH	St. Louis	KMOX	Williamsport	
KYCA Prescott		WBOW Terre Haute		MONTANA		RHODE ISLAND	
KVCA Tucson		IOWA		KXLQ Bozeman		Providence	WPRO
ARKANSAS		WOC Cedar Rapids	WMT	KXLJ Butte		SOUTH CAROLINA	
KARK Little Rock	KTHS	WHO Des Moines	KRNT	KXLJ Helena		WTMA Charleston	
CALIFORNIA		KANSAS		KXLL Missoula	KGVO	WFCB Columbia	
Bakersfield	KERN	KIUL Garden City		NEBRASKA		WFCB Greenwood	
Fresno	KFRE	KWBW Hutchinson		KFAB Omaha	WOW	WCRS Greenwood	
KFI Los Angeles	KNXT	KOAM Pittsburg		NEVADA		WORD Spartanburg	
Monterey	KMBT	KANS Wichita	WIBW	KORK Las Vegas		SOUTH DAKOTA	
KCRA Sacramento	KROY	KENTUCKY	KFH	NEW JERSEY		KIJV Huron	
KFSD San Diego	KCBS	WAVE Louisville	WHAS	WTTM Trenton		KELO Sioux Falls	WNAX
KNBC San Francisco		WKYB Paducah		NEW YORK		Yankton	
COLORADO		LOUISIANA		Binghamton	WBNF	TENNESSEE	
Colorado Springs	KVOR	KSYL Alexandria		Buffalo	WBNF	WKPT Kingsport	
Denver	KLZ	WJBO Baton Rouge		Elmira	WBNF	WATE Knoxville	WNOX
CONN.		WCIL Houma		WENY New York	WCB	WDEF Chattanooga	
Hartford	WDRG	KPLC Lake Charles		WHAM Rochester	WCB	WMC Memphis	WREC
DELAWARE		KMLB Monroeville		WGY Schenectady	WCB	WMS Nashville	WLAB
WDEL Wilmington		WDSU New Orleans	WWL	WSYR Syracuse	WROW	TEXAS	
D.C.		KTBS Shreveport	KWKH	NORTH CAROLINA		AMARILLO	
WASHINGTON	WTOP	MAINE		Charlotte	WBT	Dallas-Ft. Worth	KRLD
FLORIDA		WRDO Augusta		WPTF Raleigh		KTSM El Paso	
Daytona Beach		WLBZ Bangor	WGAN	WSJS Winston-Salem		KPRC Houston	KTRH
Deland		WCHS Portland		NORTH DAKOTA		KCBD Lubbock	
WJAX Jacksonville		MARYLAND		Bismarck		WOAI San Antonio	KENS
WIRA Fort Pierce		BALTIMORE		Fargo		KRGV Weslaco	
WLAK Lakeland		MASSACHUSETTS		Grand Forks		UTAH	
WCKR Miami	WGBS	WMAZ Worcester	WEEI	Jamestown		Cedar City	KSUB
WKIS Orlando	WDVO	MICHIGAN	WTAG	WDAY		Salt Lake City	KSL
WTMC Ocala		DETROIT		OHIO		VIRGINIA	
WFLA Tampa	WDAE	WJW Flint	WJR	Akron	WABC	WVA Harrisonburg	
WEAT West Palm Beach		WOOD Grand Rapids		Columbus	WABC	WREL Lexington	
GEORGIA		WHDF Houghton		Dayton	WBNS	WVMA Martinsville	
WBIA Augusta		WSAM Saginaw-Bay City		Youngstown	WHIO	WVAV Norfolk	
WSB Atlanta	WAGA	MINNESOTA		Cleveland	WKB	WLEE Richmond	WTAR
WDAK Columbus	WMAZ	WECB Duluth-Superior	KDAL	Cincinnati	WGB	WLSL Roanoke	WDBJ
WSAV Savannah		KYST Mancato		OKLAHOMA	WRCR	WASHINGTON	
IDAHO		KSTP Minneapolis-St. Paul	WCCO	Tulsa	KTUL	Seattle	KIRO
KIDO Boise	KID	MISSISSIPPI		OKLAHOMA CITY	KOMA	Spokane	WXLV
Idaho Falls		WGRM Greenwood		OREGON		WEST VIRGINIA	
		WFOR Hattiesburg		Medford		Bluefield	WCHS
				KGON Oregon City	KOIN	Charleston	
				Portland		Clarksburg	
				PENNSYLVANIA		Huntington	WWVA
				Du Bois	WCED	Wheeling	
				Harrisburg	WHP	WISCONSIN	
				WAZL Hazelton		Eau Claire	
				WJAC Johnstown		La Crosse	
				WGAL Lancaster		Madison	
				WMRF Lewistown		Marinette	
						WMTJ Milwaukee	

**These are the famous shows scheduled to carry the Iced Coffee commercials!**

## CBS Radio Network:

Strike it Rich • Our Gal Sunday  
Nora Drake • Road of Life  
2nd Mrs. Burton

## NBC Radio Network:

Truth or Consequences  
Bandstand • Hilltop House

Check newspaper listings or your local stations for broadcast times.

You can cash in on this tremendous momentum by putting your own selling points into your brand's commercials with the same catchy jingle that the Coffee Bureau is using. Write the Bureau for details.



**PAN-AMERICAN COFFEE BUREAU**  
120 Wall Street, New York 5, N. Y.

Brazil • Colombia • Costa Rica • Cuba • Dominican Republic  
Ecuador • El Salvador • Guatemala • Honduras • Mexico • Venezuela





Relaxing at PCCA convention (from left): Joe Fitzpatrick; James P. Kissane, B. F. Gump Co.; Walter Emmerling, McCormick & Co., Inc.; Lorrie Moseley, Breakfast Club Coffee, Inc.; Margaret Rauchle,

PCCA secretary; Tom Williams, Otis, McAllister & Co.; and the E. A. Johnsons, Senior and Junior. Johnson, Jr. headed up arrangements for native PCCA talent in bang-up entertainment.

Ernie Shaw did a straw hat song and dance act which rendered in melody Folger's door bell refrain, and another in which Hill's was not neglected. Then came a calypso number and other hilarious stunts, in which Karin Larsen, the bathing beauty impresario, performed with some of the graying coffee dignitaries.

Tuesday morning the general meeting was held. Eugene T. Heathcote, as PCCA president, opened the meeting and welcomed all coffee men, the visiting NCA directors and the members of the allied industries. He touched on the inability of the association to interest members in a group insurance plan. The program as proposed did not seem to cover the requirements of most members, and there were not a sufficient number of them interested.

One of the greatest problems confronting the industry Mr. Heathcote pointed out, was the development of soluble coffee plants in producing countries. This low-cost production could be a threat to American production of solubles, he indicated. Also to be noted, he felt, was the fact that despite the great increase in population, consumption of coffee had remained relatively stable. One reason for this was the diluting of coffee with water, by consumers, he pointed out.

Mr. Heathcote called attention to the fact that the West Coast now had John C. Leach, representative of the Coffee

Brewing Institute, to make demonstrations before all types of groups on the proper brewing of coffee. He paid tribute to Margaret Rauchle, secretary, for performing her duties efficiently and well.

J. K. (Jack) Evans, consultant to the Pan-American Coffee Bureau said that PACB was primarily for promotion and advertising. He showed four-colored "Dutch door" advertisements for iced coffee to run in the Saturday Evening Post. One of the accomplishments of the Bureau in advertising and promotion was to break down the resistance of the magazine *Seventeen* to the advertising of coffee, he noted. This is part of the effort to promote coffee drinking in the teen age group.

Speaking of the tremendous potential of coffee in trade with the Latin American countries, Mr. Evans cited the flow of goods and products from 1,041 U. S. towns and cities to those countries. Coffee paid for 42% of the value of these exports, and provided gainful employment for workers in every state, he pointed out.

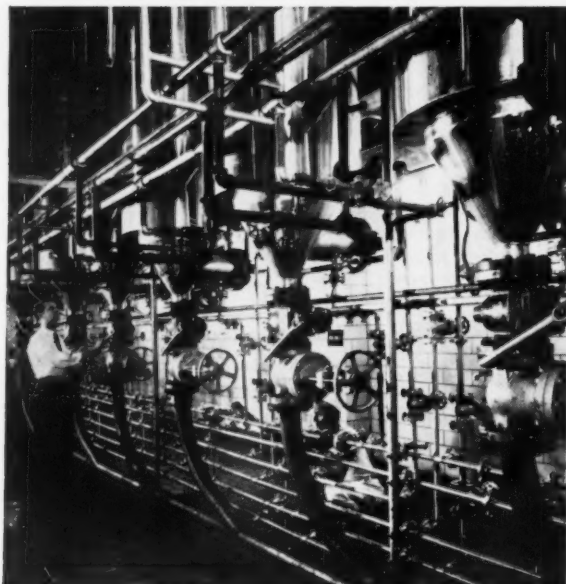
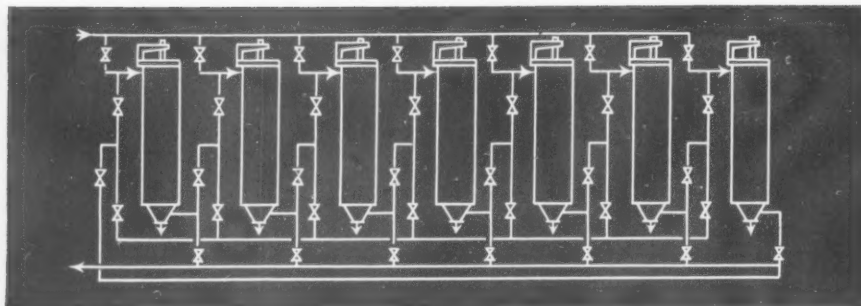
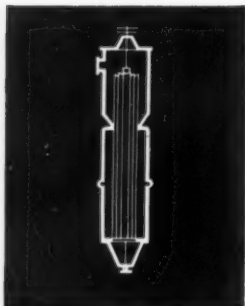
Eugene G. Laughery, president of the Coffee Brewing Institute, gave a talk on "How Technology Aids in Merchandising Coffee." He emphasized that while most of the advertising regarding coffee dwelt on the subject of quality, much of the improvements in the technology of the industry

(Continued on page 61)



Coffee people meet, ideas are exchanged. From left: Carlos Cordero d'Aubuisson, representative of El Salvador to Pan-American Coffee Bureau; Jack Evans, special consultant to PACB; Vito Sa, PACB president; James Folger, J. A. Folger & Co., San Francisco; T. Carroll Wilson, Hills Bros. Coffee, Inc.; Mrs. Wilson; Peter Gavigan, California Commodities Corp.; Eugene G. Laughery, CBI

president; Robert Stevenson, Merrill Lynch, Pierce, Fenner & Beane; R. L. Thomas, S. F. Pallas Co.; Ralph Preminger, also of Merrill Lynch; T. R. Lingle, Lingle Bros. Coffee Co.; W. J. Morton, W. J. Morton, Inc.; Andrew S. Moseley, Breakfast Club Coffee, Inc.; Charles Mack, E. B. Ackerman Co., Inc. Last four are all PCCA members from Southern California.

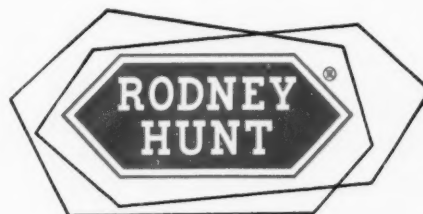


## **RODNEY HUNT EXTRACTORS are used exclusively in the new KROGER soluble coffee plant**

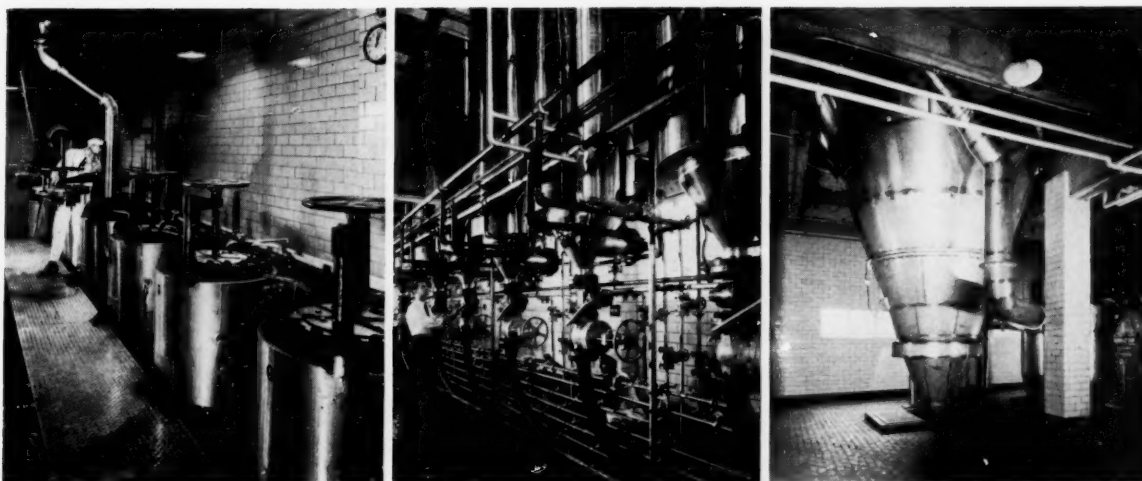
The bank of extractors in the new Kroger Company plant in Cincinnati was specially designed and fabricated for Kroger by Rodney Hunt. The extractors extend through two floors of the plant. Capacity is up to 2,000,000 cups of coffee per day.

Rodney Hunt also makes other equipment which includes Turba-Film Processors and Rodney Hunt Spray Dryers used in numerous soluble coffee operations to improve efficiency and quality.

**RODNEY HUNT MACHINE CO.**  
Process Equipment Division  
192 Vale Street, Orange, Massachusetts, U. S. A.



SERVING THE CHEMICAL AND PROCESSING INDUSTRIES WITH EQUIPMENT AND ENGINEERING  
COFFEE & TEA INDUSTRIES and The Flavor Field



Measured amounts of ground, roasted coffee go into these huge extractors (left), which extend through to another floor (center) of the new Kroger instant coffee plant. This is the cone of the stainless steel drying tower, which is 78 feet high.

## Kroger's new instant coffee plant

Instant coffee now has another monument to its growth in the United States—the million dollar soluble plant built in Cincinnati by the Kroger Co., third largest retail food chain in the country.

Expansion by Kroger into the manufacture of instant coffee has special point. Kroger and coffee have always had close ties.

B. H. Kroger, founder of the company in 1883, began his grocery career taking orders for coffee on a door-to-door sales route. One of the coffees packed by Kroger—French—has been sold since the turn of the century, and is one of the country's oldest brands.

Kroger has been watching closely the development of instant coffee. The company considers it one of today's fastest growing food products.

Apart from overall trends, Kroger has its own figures to go by. In its 1,500 retail stores in 21 states, the company finds that nearly 40% of the total coffee sales are now accounted for by instants.

The new soluble plant was built in response to this surge of demand.

Operation of the plant by the company, executives feel, permits it to provide a closer control on quality, makes possible consistent standards on the firm's private label instant coffee brands—Kroger and Spotlight—and allows the company to take advantage of the latest technological advances in the field.

In at least one respect, Kroger has broken sharply with tradition in instant coffee. Until now, soluble manufacturers have held their technical cards close to their chests. A visit to a plant by a non-company man invariably ended in the outer office, with a closed door between the visitor and the

instant coffee processing area.

Kroger has opened that door, in its new plant. Tours of the factory can even be arranged!

Manufacture of products for sale in its own stores isn't new to Kroger. Instant coffee is the latest in a long line of Kroger-made items. Last year, in fact, these items accounted for approximately 10% of the \$1,492,552,233 in sales rung up by the company.

Founder B. H. Kroger began the manufacturing tradition 74 years ago. Customers in "Barney's" first small store on Cincinnati's river front bought sauerkraut and pickles prepared by his mother in her kitchen.

Coffee and tea, packaged each evening in the store's back room after deliveries were made, were the backbone of the business then, as evidenced by the fledgling company's first name, "The Great Western Tea Co."

Today manufacturing operations of the Kroger Co. include, in addition to the general factory in Cincinnati, two coffee roasting plants, 14 bread and cake bakeries, two cracker and cookie bakeries, three dairies, a milk evaporating plant and a peanut processing plant.

Coffee for the Kroger brands—regular as well as instant—starts with purchase of the green beans through the company's importing office at 99 Wall Street, New York City, which is headed up by James M. O'Brien.

The new instant plant is a big one. Kroger states its capacity in terms of production equivalent to 2,000,000 cups of coffee daily.

Kroger people guided the development of the new factory all the way. Design was under the direction of P. E. Winters and R. F. Lauxterman, of the company's engineering department. Processing development was directed by N. H.

# SUCCESS IS A MANY-SPLENDORED THING...

## *The Right Product, Attractively Packaged, At The Right Price and Aggressively Promoted*

The spectacular sales dominance enjoyed by our **Flavor-Control** Instant Coffee, featured under private labels in America's leading food chains, reflects the rightness of our PRODUCT, PACKAGING, PRICING and PROMOTION.

COFFEE INSTANTS, INC. is proud of its part as a partner, in development of profitable sales growth and high share-of-market enjoyed by leading chain store brands of instant coffee.

East, North, South and West, it takes high quality of unvarying goodness to generate continuous repeat sales . . . profitably. Especially, to be able to outsell the fastest selling national brand, in thousands of leading retail outlets.

COFFEE INSTANTS' private label brands enjoy profitable sales leadership because we produce an instant coffee with a high standard in cup quality and character; preferred to all other brands by millions of households. Our rigid quality controls zealously maintain high uniformity in every jarful. In the marketplace, our private brands are featured in smart packages, at competitive shelf prices and supported with programmed in-store promotion.

We salute the many great names in food distribution whom we are privileged to serve as a partner in profits. ***You are invited to join this distinguished group.***



## COFFEE INSTANTS, INC.

133-23 35 AVENUE, FLUSHING 54, N. Y.

One of America's Leading Processors of  
Instant Coffee for Private Brand Distribution



Volle and Phillip Klein, of Kroger's product development and research department. Operations are headed up by E. C. Kaemmerle and John Karr.

The basic process used in the plant to make instant coffee is spray drying, and the product turned out is the hollow-bead type of instant coffee particle.

Up to the point where the manufacture of instant coffee proper gets underway, the process is, of course, basically coffee roasting and grinding. The roasting equipment was supplied by Jabez Burns & Sons, Inc. The grinding is done with B. F. Gump Co. machinery.

After roasting, the beans are stored in 10,000-pound capacity bins, in preparation for the grinding and "percolating", or extraction. The plant has a capacity for such storage of 40,000 pounds of roasted beans.

All of the extraction equipment—piping, cooler tanks, storage tanks—are of sanitary stainless steel construction, designed for ease of cleaning and to meet the needs of quality production.

It adds up to a lot of stainless steel. Kroger figures that the amount of it which went into the plant would be enough to make coffee pots for a quarter of the families in Cincinnati. The drying tower, alone, took 55,000 pounds of the metal.

In addition to stainless steel, other measures to insure ease of cleaning included the use of rounded corners, acid-resistant tile on floor subject to moisture, and tiled walls and columns.

The roasted and ground coffee is "percolated" in huge extractors which look like king-size versions of coffee urns.

The bank of extractors was especially designed for the Kroger plant by the Rodney Hunt Machine Co., of Orange, Mass. Rodney Hunt also fabricated the units, which extend through two floors at the factory. They are charged with ground roasted coffee on the fourth floor, and spent coffee is discharged on the third floor.

The extractor columns are under operator control on the third floor. Each column has a capacity of approximately 23 cubic feet.

Tanks for storage of the coffee extract, prior to being pumped to the top of the drying tower, each hold 1,500 gallons of the liquid concentrate. The tanks are on the third floor, and the top of the tower is on the eighth floor.

The liquid coffee is atomized into a stream of hot air in the drying tower at a pressure of about 450 pounds per square inch, under controlled pressures and temperatures.

The spray of coffee extract floats down through the tower, drying to hollow beads of instant coffee by the time it reaches the base of the cone. Air temperature and flow are controlled, so that the coffee descends at a uniform speed.

The dryer was designed for the Kroger operation and fabricated by the Swenson Evaporator Co., division of the Whiting Corp., Harvey, Ill. It has an overall height of 78 feet, and four floors of the building were built especially to house the upper portion.

Quality control checks are made at frequent intervals throughout the process for such factors as particle size, density, color, flavor, aroma, clarity, solubility and moisture. The quality must check against specifications previously set up for the Kroger and Spotlight brands, and also against comparable outside brands.

Auxiliary equipment was either selected to fit the specific



Packaging coffee at the new Kroger instant coffee plant in Cincinnati—at a rate equal to 7,182 cups of coffee a minute.

purpose, or was designed to meet the need. Pumps, vital to an instant coffee operation, came from a number of sources—Marco, Waukesha and Mantin-Gaulin.

At the Kroger plant, as elsewhere, disposals of coffee grounds is a problem—especially when it approaches 10,000 pounds every day. Companies usually throw the grounds away, which can run up a cost, or burn them. Kroger people feel a fortune awaits the inventor who finds a way to use the coffee grounds.

Packaging is carried out on the second floor. Here the very atmosphere is controlled to provide the most favorable conditions for this stage of the operations. The air is air-conditioned, the temperature is controlled, the relative humidity is pre-determined—and the air is filtered three times for purity.

Here jars are cleaned, filled, and capped on Pneumatic Scale Co. equipment. The filling operation uses the vacuum feeding process, which evacuates air from the jar, replacing it with coffee beads in even layers, providing better density and weight control.

Labeling is done on Standard-Knapp vertical labeler machinery.

The instant coffee is packaged at a rate equalling 7,182 cups of coffee per minute, Kroger estimates.

The jars then go into cases which are sealed for shipment to the Kroger stores in its 21-state operating area.

The way Kroger feels about its instant coffee is indicated by the word it has added to its two brand names: "FLAV-AROMA".

The Kroger brand is the more full-flavored of the two, and contains a higher percentage of Central American coffees; Spotlight is a mild and mellow blend of South American coffees mainly, the company explains.

Clearly, Kroger expects its future pattern to follow the past, in at least one respect—continuing its close ties with coffee, especially where the picture is charged with growth.

#### It's Puerto Rico that upped coffee import duty

Governor Munoz Marin of Puerto Rico has approved a resolution increasing the import duties on coffee from the prevailing 18¢ to 36¢ per pound for roasted or ground coffee, and from the prevailing 15¢ to 30¢ per pound for raw coffee imports.

The May issue of COFFEE & TEA INDUSTRIES had stated the country as Cuba, instead of Puerto Rico.

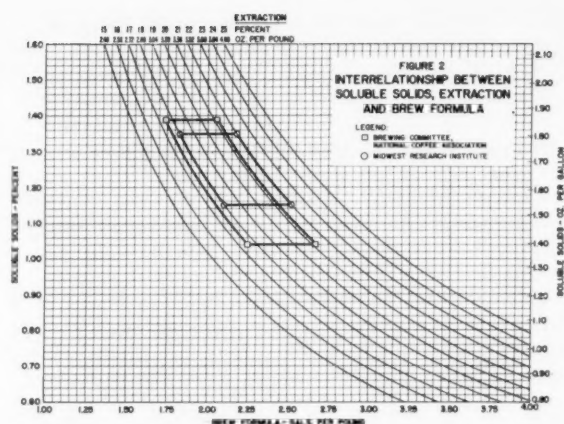
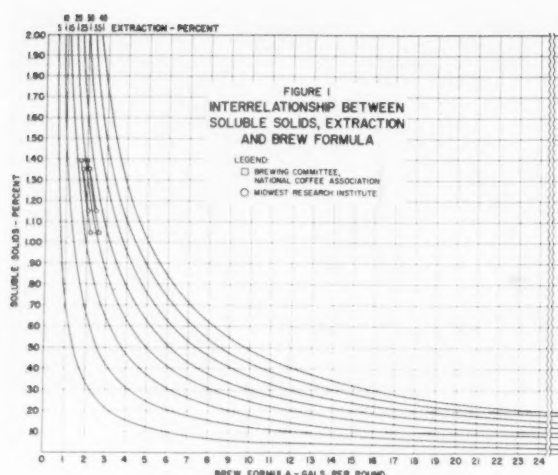


Figure 2 is a key detail of Figure 1, expanded to provide greater precision within the practical range of coffee brewing.

## soluble solids in beverage coffee as an index to cup quality

By DR. ERNEST E. LOCKHART, Scientific Director  
The Coffee Brewing Institute, Inc.

The quality or acceptability of coffee beverage or any other food product is very difficult to describe or measure. However, a study of this problem by the Coffee Brewing Institute and others has led to the development of a measurement of material extracted from grounds by water and made directly on the beverage. It provides an objective approach toward beverage evaluation. It also assists in an understanding of what happens during brewing. It offers a reasonable language for discussion of coffee, brewing and equipment performance. It eliminates to a great degree statements based upon opinion or uneducated guesses. With it a simple, practical and useful control system for beverage quality is possible.

When beverage coffee is prepared, hot water removes some of the material in roasted and ground coffee by a process combining dissolving and extracting. The water first penetrates the grounds, dissolves some of the chemical components encountered, and makes a solution of these materials which then leaves the grounds to give the familiar beverage or extract.

Every chemical compound, of which there are many, in the ground coffee behaves as an individual and is affected by contact with water differently from all of the others. Each is dissolved at a rate dependent on the chemical nature of the compound.

Because the chemical composition of different varieties and different blends of coffee varies to some extent, it may

be assumed that the concentrations of soluble components in extracts would also vary.

For the same reason, it may be expected that the method of roasting or the degree of roast would also have an influence on the chemical composition of an extract.

The size of coffee particles in the grind must also be considered. Water must wet the grounds before solution can occur. Consequently the larger the particle, the longer it will take for the water to penetrate and for the dissolved materials to leave the particle. This can be stated in another way: fine particles will be extracted more rapidly than large ones.

The time that water is in contact with coffee determines to a large extent the concentration of soluble material in the beverage. In general terms, the longer the time of contact the greater will be the amount of material extracted.

The temperature of the water in contact with coffee is very important. Chemical compounds are usually more soluble in hot water than in cold and the higher the temperature, the more rapidly do they dissolve. It should be remembered, however, that each one behaves independently of the others. The rate at which each dissolves is not only different but is directly dependent on the temperature of the extraction.

The composition of the water may indirectly have an effect on the concentration of soluble material in the extract.

Studies have shown, that waters having a high sodium bicarbonate content (as would be the case after hard bicarbonate water was passed through a zeolite water softener) will not pass through a bed of coffee, in a drip pot or in an urn, as rapidly as a water having a low bicarbonate content. It is obvious that any change in composition that increases the contact time between coffee and water will also increase the amount of material extracted.

Agitation or stirring of the coffee-water mixture will accelerate the extraction because the concentrated solution within or surrounding the coffee particles will be continuously washed with that portion of the extracting solution containing the lowest concentration of coffee solubles. Agitation will maintain the highest possible concentration difference between the coffee solids and the beverage. This infers that the manner in which the water is presented to the coffee will affect the final composition of the beverage.

In summary, then, the factors that have to be considered in extraction of soluble material from coffee are (1) the chemical composition of the variety or blend of coffee, (2) the degree of roast, (3) the grind, (4) the time of contact between coffee and water, (5) the temperature of the water, (6) the composition of the water and (7) the manner in which the coffee is extracted with water.

Relatively little is known about the interrelationship of these factors, but all are summed up in the final extract. Experience developed some time ago by the Brewing Committee of the National Coffee Association and more recently by the Coffee Brewing Institute has shown that a measurement of the concentration of material extracted by water, called the soluble solids, provides very useful information about the quality of beverage coffee if knowledge of the brewing formula is also available. Because of this, a discussion of soluble solids as an index of cup quality is now presented to the coffee and associated industries.

**Method for determining soluble solids in coffee beverage.** The technique by which soluble solids are measured and its precision will be given in some detail because very few within the industry are acquainted with chemical analysis. Familiarity with the method is basic to an understanding of the results obtained and their useful interpretation.

Whether beverage is prepared in a restaurant, in the laboratory or in the home is immaterial; a representative portion, about four ounces, is required for analysis. It is filtered through a hard-type paper to remove any insoluble sediment or fine grounds. It may be necessary to filter the solution two or three times to obtain a clear solution.

A small portion (10 milliliters) of the clarified solution is transferred to a small, clean, dry aluminum weighing dish that has been weighed to the nearest tenth of a milligram on an analytical balance.

The dish with its contents is then put in a drying oven maintained at a constant temperature of 105°–110° Centigrade for three hours. During this period all of the water is driven off and only the non-volatile material that was extracted from the coffee remains. This step may be shortened by evaporating most of the water from the dish on a hot plate adjusted to avoid any spattering of the contents. Then the dish is put into the oven for final drying. This procedure requires only an hour for completion.

When the drying period has been completed, the dish is transferred to a desiccator, a small vessel that contains a drying agent and can be tightly sealed. In the desiccator, the dish and the solids will cool to room temperature without picking up moisture from the air. This will require 15 minutes.

The dish can then be reweighed. The difference between the first and second weighings represents the amount of soluble solids in 10 milliliters of beverage.

The concentration of soluble material in the beverage in terms of percent soluble solids is obtained by multiplying the weight of the residue by 10.

The quantity of soluble material in one gallon of beverage may be calculated by multiplying the percent soluble solids by the conversion factor 1.32.

An illustration of a typical analysis is shown in Table 1.

In order to demonstrate the precision of this method a beverage prepared in an urn, previously described<sup>1</sup>, at a formula of two gallons of water per pound of coffee was analyzed. Ten identical portions of this beverage, each ten milliliters in volume, were carried through the procedure described above. The weights obtained from these replicates are shown in Table 2. The average of these weights is 0.1396 grams and the standard deviation, which is a measure of dispersion or variation of results, is 0.00025 grams. It may also be said that, if the analysis of this beverage were reported 100 times, 95 of the measurements would fall between the limits of 0.1390 and 0.1402 grams. The actual precision of this method is about 0.5% when dealing with quantities of this magnitude. Information like this is necessary for the inter-comparison of beverages prepared according to different formulas, grinds, roasts, brewing equipment or other factors that relate to extraction.

**Soluble solids, extraction and dilution.** The beverage

TABLE 1

ANALYSIS OF COFFEE BEVERAGE FOR SOLUBLE SOLIDS	
Weight of glass dish alone	2 1.000 grams
Weight of dish alone	2 1.000 grams
Weight of portion	2 0.1014 grams
Percent soluble solids in beverage	2 Weight of portion in 10 milliliters portion (101.4) 2 0.1014 x 100 2 1.01 percent
Moisture of soluble material (per gallon)	2 Percent of soluble solids times 1.32 2 1.32 x 1.01 2 1.33 percent per gallon

TABLE 2

WEIGHTS OF SOLUBLE SOLIDS IN TEN REPLICATES FOR BEVERAGE PREPARED FROM URN OF COFFEE BEVERAGE		
SAMPLE NO.	WEIGHT OF SOLUBLE SOLIDS	SOLUBLE SOLIDS
1	0.1390	1.390
2	0.1392	1.392
3	0.1390	1.390
4	0.1397	1.397
5	0.1397	1.397
6	0.1396	1.396
7	0.1401	1.401
8	0.1393	1.393
9	0.1390	1.390
10	0.1396	1.396
Average	0.1396	1.396
Standard Deviation	0.0001	0.0013
95% confidence limits	0.1390 + 0.0002	1.390 + 0.0026
	0.1396 + 0.0001	1.396 + 0.0013
	0.1390 + 0.0002	1.390 + 0.0026

TABLE 3

DIFFERENCES BETWEEN WEIGHTS OF SOLIDS, EXTRACTED AND FROM FORMULA	
SOLUBLE SOLIDS (g)	0.01 0.02 0.03 0.04 0.05 0.06 0.07 0.08 0.09 0.10 0.11 0.12 0.13 0.14 0.15 0.16 0.17 0.18 0.19 0.20
SOLUBLE SOLIDS (%)	0.01 0.2 0.4 0.6 0.8 1.0 1.2 1.4 1.6 1.8 2.0 2.2 2.4 2.6 2.8 3.0 3.2 3.4 3.6 3.8
BEER FORMULA, GALL. PER GALLON	
EXTRACTION (%)	10.15
1	0.00 10.15 0.01 10.16 0.02 10.17 0.03 10.18 0.04 10.19 0.05 10.20 0.06 10.21 0.07 10.22 0.08 10.23 0.09 10.24
2	0.00 10.15 0.01 10.16 0.02 10.17 0.03 10.18 0.04 10.19 0.05 10.20 0.06 10.21 0.07 10.22 0.08 10.23 0.09 10.24
3	0.00 10.15 0.01 10.16 0.02 10.17 0.03 10.18 0.04 10.19 0.05 10.20 0.06 10.21 0.07 10.22 0.08 10.23 0.09 10.24
4	0.00 10.15 0.01 10.16 0.02 10.17 0.03 10.18 0.04 10.19 0.05 10.20 0.06 10.21 0.07 10.22 0.08 10.23 0.09 10.24
5	0.00 10.15 0.01 10.16 0.02 10.17 0.03 10.18 0.04 10.19 0.05 10.20 0.06 10.21 0.07 10.22 0.08 10.23 0.09 10.24
6	0.00 10.15 0.01 10.16 0.02 10.17 0.03 10.18 0.04 10.19 0.05 10.20 0.06 10.21 0.07 10.22 0.08 10.23 0.09 10.24
7	0.00 10.15 0.01 10.16 0.02 10.17 0.03 10.18 0.04 10.19 0.05 10.20 0.06 10.21 0.07 10.22 0.08 10.23 0.09 10.24
8	0.00 10.15 0.01 10.16 0.02 10.17 0.03 10.18 0.04 10.19 0.05 10.20 0.06 10.21 0.07 10.22 0.08 10.23 0.09 10.24
9	0.00 10.15 0.01 10.16 0.02 10.17 0.03 10.18 0.04 10.19 0.05 10.20 0.06 10.21 0.07 10.22 0.08 10.23 0.09 10.24
10	0.00 10.15 0.01 10.16 0.02 10.17 0.03 10.18 0.04 10.19 0.05 10.20 0.06 10.21 0.07 10.22 0.08 10.23 0.09 10.24
11	0.00 10.15 0.01 10.16 0.02 10.17 0.03 10.18 0.04 10.19 0.05 10.20 0.06 10.21 0.07 10.22 0.08 10.23 0.09 10.24
12	0.00 10.15 0.01 10.16 0.02 10.17 0.03 10.18 0.04 10.19 0.05 10.20 0.06 10.21 0.07 10.22 0.08 10.23 0.09 10.24
13	0.00 10.15 0.01 10.16 0.02 10.17 0.03 10.18 0.04 10.19 0.05 10.20 0.06 10.21 0.07 10.22 0.08 10.23 0.09 10.24
14	0.00 10.15 0.01 10.16 0.02 10.17 0.03 10.18 0.04 10.19 0.05 10.20 0.06 10.21 0.07 10.22 0.08 10.23 0.09 10.24
15	0.00 10.15 0.01 10.16 0.02 10.17 0.03 10.18 0.04 10.19 0.05 10.20 0.06 10.21 0.07 10.22 0.08 10.23 0.09 10.24
16	0.00 10.15 0.01 10.16 0.02 10.17 0.03 10.18 0.04 10.19 0.05 10.20 0.06 10.21 0.07 10.22 0.08 10.23 0.09 10.24
17	0.00 10.15 0.01 10.16 0.02 10.17 0.03 10.18 0.04 10.19 0.05 10.20 0.06 10.21 0.07 10.22 0.08 10.23 0.09 10.24
18	0.00 10.15 0.01 10.16 0.02 10.17 0.03 10.18 0.04 10.19 0.05 10.20 0.06 10.21 0.07 10.22 0.08 10.23 0.09 10.24
19	0.00 10.15 0.01 10.16 0.02 10.17 0.03 10.18 0.04 10.19 0.05 10.20 0.06 10.21 0.07 10.22 0.08 10.23 0.09 10.24
20	0.00 10.15 0.01 10.16 0.02 10.17 0.03 10.18 0.04 10.19 0.05 10.20 0.06 10.21 0.07 10.22 0.08 10.23 0.09 10.24



described above had a soluble solids content of 1.396%. This, converted to ounces per gallon is 1.87. A measurement of the total amount of beverage produced from two gallons of water and one pound of coffee in the urn used gave 1.68 gallons. Therefore, the quantity of material extracted from the pound of coffee was 3.14 ounces or 19.7%. To express these findings in another way, if 3.14 ounces (19.7%) of soluble material are extracted from one pound of coffee and dissolved in 1.68 gallons of water the beverage would contain 1.87 ounces of solids per gallon or have a strength of 1.396% as soluble solids.

This simple analysis clearly shows the relationship between extraction and dilution. It is possible to extract a large amount of material and dissolve it in a small volume of water, or conversely, extract a small amount of material and dissolve it in a large volume of water. The brewing

contain one percent soluble solids (read across at top to 1.00) and the extraction from the grounds is assumed to be 20% (read down at left to 20) then the only way that these conditions can be satisfied is to use 2.63 gallons of water in preparation (move down the column under 1.00 and across to the right from 20% to 2.63). In the same way it will be found that only one brew formula will result from each specific combination of soluble solids and extraction. From the data developed for this table, Figure 1 was prepared. This figure shows graphically the way in which the three factors are related.

Although no one ever brews coffee using a formula greater than four gallons per pound, the interrelationship for weaker formulas was calculated to determine more exactly the trend of the extraction curves. This chart is used in the same manner as is the table and although estimates of values on each scale must often be made, approximations of extraction within one percent are quite possible. For example, in order to get a beverage containing one percent soluble solids, it would be necessary to extract 15% of the coffee if the formula were two gallons per pound. If the formula were three gallons per pound, 24% of the coffee must be extracted to give the same soluble solids value. Figure 2 is a small portion of Figure 1 expanded to provide greater precision within the practical range of coffee brewing.

*Beverage quality or acceptability.* The data presented in Table 3 or shown graphically in the two figures would mean little unless they could be correlated in some way with cup quality as indicated by consumer acceptance. This correlation between objective measurement and subjective response by human tasters has been worked out by two groups. The first study was carried out by the Brewing Committee of the National Coffee Association some years ago. The late Professor Backer made the objective measurements on a number of brews prepared according to different formulas and the Brewing Committee judged the brews for acceptability. The limits within which they found the most acceptable beverage were 1.04 to 1.39 for soluble solids, 17.5 to 21.2 for extraction and 1.75 to 2.67 for the brewing formula. These limits are shown in the figures as the area enclosed by the lines having squares at its corners. The midpoint of this area occurs where the lines representing 1.21 percent soluble solids, 19.4 percent extraction and a brewing formula of 2.21 gallons per pound intersect.

The Midwest Research Institute more recently carried out an independent study from which it was concluded<sup>4</sup> that the most acceptable cup of coffee would be prepared if the soluble solids ranged between 1.15% and 1.35% and the extraction between 18% and 22%. To obtain beverage meeting these requirements the brewing formula would have to lie between 1.83 and 2.53 gallons per pound. These limits are shown in the figures as the area having circles at its corners. The midpoint of this area occurs where the lines representing 1.25% soluble solids, 19% extraction and a formula of 2.18 gallons per pound intersect.

The similarity between the findings of these groups working on the chemical characteristics and preparative requirements of a cup of coffee that is most acceptable to a consumer is hardly coincidental. These results have been supported by the judgment of many coffee and restaurant men who have watched the brewing demonstrations sponsored by the Coffee Brewing Institute throughout the country and who have had an opportunity to compare the flavor of

#### NEW COFFEE EXHIBIT AVAILABLE FOR TRADE USE



"The Story of Coffee—from Seed to Shipment" is the title of this photo exhibit. The Pan-American Coffee Bureau is making it available to coffee companies for showing at fairs, civic events and special promotions. Consisting of 23 black and white salon prints up to 30" x 40" in size, the exhibit needs a display area of about 346 square feet.

formula will control to some extent both extraction and dilution.

At this point it is pertinent to ask, "How much soluble material is there in coffee?" In one recent report<sup>2</sup> repeated extraction of a Latin American blend gave about 32% (5.1 ounces per pound) of soluble material. In another<sup>3</sup> the value for coffee from Angola, Colombia and Rio were about 36% (5.8 ounces per pound), 30% (4.8 ounces per pound) and 29% (4.6 ounces per pound) respectively. These values refer to the amounts obtainable with complete extraction and would rarely be attained in normal beverage preparation.

If values for any two of the three factors, percent soluble solids, percent extractions, or brewing formula in terms of gallons per pound, are known, the value corresponding to the third may be calculated. For purposes of illustration and calculation, it has been assumed that each pound of coffee will absorb and retain 32 ounces of the water used in preparation. Table 3 shows the numerical interrelationship between soluble solids in the beverage, extraction from the grounds and brew formula. For example, if by the technique described above, the beverage was found to

(Continued on page 61)





## No switches on this track

Years of faithful service have earned the vacuum-pack coffee can an enviable reputation. In homes from coast to coast, this familiar can—originated by Canco—always means coffee at its peak of freshness for that full, rich, delicious flavor millions enjoy.

It hardly seems possible that the vacuum-pack coffee can could be improved. But that's exactly what Canco engineers have done, for now they've made it easier than ever to open!

Once you start to turn the key on one of these Canco vacuum-pack cans, you're headed for *certain* success, with not one bit of difficulty. Two bead lines—one on either side of the tear strip—make sure the strip *stays*

on the straight and narrow. It *can't* get switched off the track.

Today no coffee container in the world can offer you more advantages than the vacuum-pack can with the new self-tracking feature.

Today no coffee container in the world can offer you better flavor protection than the vacuum-pack can, originated by Canco.



Watch NBC NEWS on TV, presented alternate Mondays by Canco. See newspaper for time and channel.

**CANCO**

**American Can Company** New York • Chicago • San Francisco

## Otis, McAllister has option to buy Duncan Coffee Co.; expansion, new plant possible

Operations of the Duncan Coffee Co., Houston, Texas, will be expanded and construction of a proposed new plant facilitated, if Otis, McAllister & Co., San Francisco, exercises its option to buy the majority of Duncan stock, officials of the Houston concern said, according to newspaper reports.

Purchase of the Houston roaster of Maryland Club, Admiration and Bright & Early Coffees would be effected by buying approximately 820,000 controlling shares of common and Class A convertible common stock from the Duncan family group at \$8.50 a share, and the remaining 180,000 shares of Class A convertible common from the public at \$9 a share.

The San Francisco firm can exercise its option to buy the Duncan's controlling shares between August 20th and September 5th.

The transaction would also include the Duncan family group's shares in Commodity Transport Co., an affiliate of Duncan Coffee Co.

Otis McAllister & Co., a multi-million dollar firm, itself operates no roasting plants, but it acquires coffee plants through holding companies, the reports stated. It is known as the world's largest green coffee distributor.

Recently the company acquired the 150-year-old Wm. S. Scull Co., Camden, N. J.

The Duncan Coffee Co., which has two roasting plants in Houston and one in Corpus Christi and a distribution plant in Dallas, last year sold more than 50,000,000 lbs. of coffee in Texas, Louisiana, Arkansas, New Mexico and Oklahoma, the reports said.

C. W. Duncan Sr. is president; H. M. Duncan Jr., senior vice president; C. W. Duncan Jr., administrative vice president, and John H. Duncan, vice president in charge of sales.

Members of the Duncan family group include the H. M. Duncan Estate and members of the H. M. Duncan family and C. W. Duncan Sr. and members of his family.

If the San Francisco company exercises its option with the Duncan family group, it is obligated to extend the offer of \$9 a share to the public stockholders for a period of not less than 30 days starting by December 1st.

Stockholders were advised of the option in a letter signed by George M. Irving, vice president and general trust officer for the Bank of the Southwest, executor for the estate of the late H. M. Duncan, and by representatives of the Duncan family group.

"The only change through this sale will be to allow us to broaden our market and assure us a plentiful supply of the green beans," a Duncan spokesman was reported as saying.

"We have sent letters to our employees assuring them that the only effect on them will be for the better," he said.

The new plant, if built, may replace the present one at Conti and Carr streets, in Houston, officials indicated.

# THE WORLD'S BEST MILD COFFEES



FOR YOUR BEST BLENDS USE  
THE BEST MILD COFFEES IN  
THE WORLD WHICH ARE  
PRODUCED IN:

**COSTA RICA • CUBA •  
DOMINICAN REPUBLIC •  
ECUADOR • EL SALVADOR •  
GUATEMALA • HAITI •  
HONDURAS • MEXICO • NICARAGUA •  
PANAMA • PERU •  
PUERTO RICO • VENEZUELA**

**FEDECAME • (FEDERACION CAFETALERA DE AMERICA)**  
ADDRESS: FEDECAME • BOX 739 • SAN SALVADOR, EL SALVADOR, C.A.

# let's "think one play ahead"

By JOHN F. MC KIERNAN, President  
National Coffee Association

*Part 2 of highlights of the report which NCA President McKiernan gave at the recent convention of the Pacific Coast Coffee Association.*

Last year, the U. S. coffee industry spent an estimated 71,000,000 dollars for advertising of its brand names. This figure represented an all-time high for coffee, which has steadily increased its merchandising investment. In a recent survey of its members by the Association of National Advertisers, it was found that 67% of firms replying intend to increase their advertising expenditures this year by a healthy 10% over last year.

• Despite a continual rise in national advertising budgets in the U. S.—and that includes the U. S. coffee trade—the share underwritten by the producers for coffee promotion in the U.S. has actually become smaller. Since 1948, when the bag assessment of PACB nations was increased from five to ten cents, advertising costs have risen about 55%. Furthermore, the total number of bags exported by the Bureau's members last fiscal year was less than the number in the 1948 fiscal year.

The significance of these facts is sadly inescapable: 1) the advertising buying power of the 1948 dime is now only about 4½¢; and 2) the Bureau's receipts of even these devalued dimes dropped last year.

The Tea Council of the U.S.A. has announced that its 1957 advertising budget is \$1,800,000—an increase of a whopping 80% over last year. This figure is greater than the sum allocated to the Pan-American Coffee Bureau to advertise coffee which is now, dollarwise, the largest import into the United States. The Bureau has urged its member countries to increase their assessment for coffee promotion. As spokesman for the National Coffee Association, whose membership represents the growers' biggest customer, I can report that we have done likewise.

We speak of this subject respectfully and with understanding, as befits co-workers and colleagues in a common endeavor to further the best interests of our industry. In 1954, National Coffee Association President James M. O'Connor appointed a committee headed by George V. Robbins which worked on this all-important project. Many times since then, as spokesman for the National Coffee Association, I have talked with government and coffee officials of Bureau nations on this matter, reiterating the importance of an early ratification of the proposed assessment.

Although the governmental leaders have assured us of their concurrence, this subject to date has not yet been brought to a vote in the Congress of Brazil. We understand, however, that the bill is now out of committee and waiting to be placed before the full Congress next month

(June). We have also been assured by the other Pan-American Coffee Bureau nations that they will act affirmatively as soon as Brazil officially ratifies the increase from 10¢ per bag to 25¢ per bag.

We know of some of the problems that must be overcome before all member nations accept the proposal to increase their promotional assessment. Reportedly, things

*(Continued on page 38)*

## Mark my word!

By MARK M. HALL

### How to buy low

Any coffee man with an iota of ambition in him would like to forecast the coffee market. To put it mildly, what a help it would be in buying or selling! How a whispered tip in a buyer's ear would help push the sale along!

There is no sure way of training oneself for the task. To forecast the market would at least require a look backward, because they say history repeats itself. That bit of wisdom could apply to coffee. However, you have to know a lot of history to project it into the future.

For the coffee buyer, it may be of help to get one of those charts which show the low and high points in coffee prices. It has an up and down line denoting the trend of the market, which anyone can understand, even a coffee buyer.

Take the low points going back over a year. They are called bottoms. They are the places to buy.

If the bottom trends are down, it is a bear market. It's as simple as that.

The buyer may inquire, "How am I to know whether this is really the low bottom? If I buy here, how do I know the market won't nose-dive to a new bottom?"

"The answer still is, buy at THE bottom, regardless of other bottoms!

If you finally work out a system of knowing where the bottom is, keep it to yourself. To spill the news would soon end that bottom, and there would not be another bottom until after the high following the good news you released.

Don't give up, unless your firm does.



120 WALL STREET  
NEW YORK, N. Y.

210 CALIFORNIA STREET  
SAN FRANCISCO, CALIF.

401 MAGAZINE STREET  
NEW ORLEANS, LA.

ANDERSON, CLAYTON & CIA., Ltda.

**Coffee Exporters**

SANTOS • PARANAGUA • RIO DE JANEIRO  
ANGRA DOS REIS • VICTORIA

**J. A. MEDINA COMPANY**

Division of Anderson, Clayton & Co., Inc.

**Coffee Importers**

NEW YORK  
MEXICO • GUATEMALA • EL SALVADOR

Agents in U.S.A. and Canada for

J. M. LOPEZ & CIA., Ltda.

**Coffee Exporters**

MEDELLIN, COLOMBIA

**America's best-selling coffees  
in each field come from**

**MAXWELL  
HOUSE**



VACUUM PACK



INSTANT



DECAFFEINATED

PRODUCTS  
OF  
GENERAL  
FOODS

MAXWELL HOUSE



Division of General Foods

MEMBER OF  
**NCA**

## Marketing

advertising . . . merchandising . . . promotion

### Iced coffee emphasized in PACB national radio spot drive aimed at housewives

The Pan-American Coffee Bureau is beginning a nationwide spot radio campaign aimed at reaching the 35,000,000 U.S. housewives who take daily morning and afternoon coffee-breaks, Edward Van Horn, advertising director of the Bureau, has announced.

This special audience of housewives listens to the radio during coffee-breaks. For PACB, this provides an excellent opportunity for reminding the homemakers of the need for proper brewing methods in making a good, full-bodied cup of coffee.

The campaign, slated to run eight weeks over 145 NBC and 79 CBS stations, will reach a majority of these housewives.

Staggered announcements, to be concentrated on a shared sponsorship basis over the popular day-time serials, consist of one-minute and 30-second spots, each a recorded jingle in combination with a live commercial.

Two recorded jingles, one for morning, the other for afternoon, are being used an average total of 2,240 a week. Special transcriptions of the jingles, designed for 20-second, 30-second, and one-minute announcements, are also available for coffee companies for brand tie-in advertising.

Since the campaign is being conducted during the hot weather months, the Bureau is placing special emphasis on iced coffee, as well as hot, in the live commercial part of the announcements.

"The wide use of the jingles by coffee companies identifying their brands with the campaign, coupled with the Bureau's concentrated programs, should prove effective in making the housewife conscious this summer of properly brewed coffee, hot or iced," Mr. Van Horn stated.

### NCA, CBI sponsor Coffee Hospitality Lounge at convention of Women's Clubs Federation

Pulitzer Prize-winning poet and author Carl Sandburg and Arlene Francis, star of N. B. C.'s TV program "Home Show," were among the thousands of celebrities and delegates who enjoyed a "perfect cup of coffee" during last week's annual convention of the General Federation of Women's Clubs in Asheville, N. C.

The GFWC represents over 5,500,000 American clubwomen.

Personnel of the National Coffee Association and the Coffee Brewing Institute, which co-sponsored a Coffee Hospitality Lounge at the convention, brewed and served nearly 3,300 cups of coffee and distributed 2,000 packets containing coffee aprons, standard measures and literature.

The Coffee Hospitality Lounge, because of its emergence as the most popular exhibit booth at the clubwomen's gathering, was expanded this year to twice the space it occupied at three previous conventions.



## Coffee expansion in vast U. S., Canadian market seen at PACB directors' meeting

The coffee-producing countries of the Western Hemisphere have a vast market in the United States and Canada which can be increased even more, Dr. Paulo Guzzo, president of the Brazilian Coffee Institute, told the Pan-American Coffee Bureau's annual board of directors meeting in New York City last month.

Praising the decision of PACB's board at its last year's meeting to increase contributions from member countries from 10¢ to 25¢ per bag, Dr. Guzzo assured his fellow directors that Brazil's ratification of this increase is near and that the Bureau's budget can be raised accordingly.

"We know the world situation in respect to production and consumption", Dr. Guzzo said. "We must act with great prudence to avoid a crisis such as we experienced in the 1930's. Among the measures which give most promise is promotion of sales, the purpose for which the Pan-American Coffee Bureau was founded 20 years ago. An increased budget will allow more aggressive and extensive promotion. Along with trade advertising of their brands by U.S. and Canadian coffee roasters, this can bring about a substantial increase in per capita consumption."

Andres Alvarado Puerto, Minister of Agriculture of Honduras, was elected chairman of the two-day meeting and Dr. Claudio Benedi of Cuba was elected secretary.

The delegates were called to order at the opening session by Vito Sa, of Brazil, PACB president.

The National Association of Coffee Producers of Cuba presented a citation in recognition of the Bureau's 20th anniversary of coffee promotion in the United States and Canada. Dr. Evelio Jacomino and Dr. Claudio Benedi, of Cuba, paid tribute not only to the coffee promotion carried on by the Coffee Bureau but also to its efforts in bringing about a greater understanding between the millions of coffee consumers and the coffee producing nations of Latin America.

Scheduled to represent their countries at the directors' meeting were:

For Brazil—Dr. Guzzo, Dr. Theophilo de Andrade, Dr. Luiz Bianchi.

For Colombia—Andres Uribe.

For Costa Rica—Rodolfo Peters, Alvaro Martin, Jorge Hazera.

For Cuba—Dr. Jacomino, Dr. Guillermo Rubiera, Dr. Benedi, Dr. Jose A. Calonge.

For Ecuador—Marcos Uscovich Beuta.

For El Salvador—Dr. A. Bolanos, Dr. Balmore Alfaro.

For Guatemala—Dr. Enrique Lopez Herrarte, Dr. Antonio Aycinena.

For Honduras—Andres Alvarado Puerto, Juan F. Funes, Raul A. Caceres, Lempira Bonilla, Enrique Rudon, Mario Valenzuela.

For Mexico—Manuel Proto.

For the Dominican Republic—Arcadio E. Santana.

For Venezuela—Dr. Nelson Himiob.

## QUALITY COFFEES

### BRAZILS

SANTOS PARANAGUA RIO DE JANEIRO ANGRA

### CENTRAL AMERICANS

GUATEMALA SALVADOR NICARAGUA COSTA RICA

### COLOMBIANS

MEDELLIN ARMENIA MANIZALES GIRARDOT LIBANO TOLIMA

### ECUADORS

UNWASHED WASHED

## W. R. GRACE & CO.

**Green coffee use  
up 5.7% in 1956,  
PACB report shows**

The United States used 5.7% more green coffee during 1956 than in the previous year, the board of directors of the Pan-American Coffee Bureau was informed here at the opening session of its annual meeting in New York City last month.

More than 2,645,652,000 lbs. went into roasted coffee, both regular and instant, as per capita consumption reached the best level since 1953.

These figures and other data were presented in the 20th edition of "Annual Coffee Statistics", an 88-page book published by PACB and generally recognized as the most comprehensive report of its kind.

On the basis of total U.S. population, per capita consumption of green coffee in 1956 was 16 lbs. and of roasted coffee 13.4 lbs., the report shows.

Measured in terms of the U.S. population ten years of age and over, per capita consumption stood at 20.4 lbs. of green coffee and 17.2 lbs. of roasted coffee. These levels exceeded those of 1955 and 1954, but remained generally below the rate of other postwar years, it was stated.

Again in 1956, as it has been for many years, green coffee was the largest single commodity imported by the United States. The total value of green coffee imported was \$1.4 billion. Of this amount, 91%, of \$1.3 billion, came from Latin America.

Dollar earnings from its coffee paid for 46% of the goods which Latin America purchased from the United States, thus making coffee the backbone of the substantial U.S. trade with these nations, the report shows.

Purchases by U.S. consumers of roasted coffee, both regular and instant, in 1956 totalled \$2.1 billion. Of this amount, household purchases accounted for \$1.6 billion and non-household purchases \$541,000,000.

Instant coffee represented \$439,000,000 of all coffee sold, or 20.9% of the total on a dollar basis, according to the report.

Among the other facts and figures in the annual review are:

—About 60% of regular coffee bought currently by U.S. housewives is in cans; about 40% in bag packs.

—City dwellers use more instant coffee (21% of total household coffee purchases) than do farmers (16% of the coffee they purchase is instant).

—Pacific Coast households use the most coffee, Southern ones the least.

—About 97% of U.S. families drink coffee.

—Approximately one-fifth of the U.S. population ten years of age and over drinks an average of five cups of coffee a day or more.

—The coffee-break is still growing, with 71% of U.S. office, factory, and store workers allowed one or more such rest periods a day.

In Canada, coffee was the most important agricultural import. Canada's coffee purchases were valued at \$62,700,000. The proportion of Canadian coffee coming from Latin America was approximately the same as for the

MEMBER OF



**THE GREAT ATLANTIC & PACIFIC TEA CO.**

**IMPORTERS, ROASTERS, RETAILERS  
OF FINE COFFEE**

Represented in

**BRAZIL AND COLOMBIA**

By the

**AMERICAN COFFEE CORPORATION**

United States. Canadian dollars earned by Latin America from its coffee sales were equal to 39% of the value of Canadian exports to those countries.

Throughout the world in 1956, coffee consumption showed marked increases. World imports of green coffee are estimated at 37,200,000 bags of 60 kilos, or 132 lbs. each. This was a 10% increase over 1955, 24% over 1954 and 9% more than in 1953.

In Europe, however, per capita consumption still was below prewar levels, the report shows.



This personal touch at Oliver Rickson's IGA market, Champaign, Ill., helped move 1,750 pounds of coffee. Display won prize.

#### **Planned displays boost sales volume, returns in IGA coffee contest show**

Once again, the power of store displays in moving coffee has been demonstrated.

Winners in the IGA retailer coffee display photo contest were recently announced by Orville W. Johler, vice president and director of advertising and merchandising for IGA.

Details on the contest, together with pictures, appeared in a two-page spread in a recent issue of IGA Grocergram, lively magazine published by IGA for affiliated retail and wholesale grocers.

"We are pleased with the creative effort put forth by our retailers in building attractive selling displays of coffee," stated Mr. Johler in listing the winners. "Many letters from IGA retailers were attached to their entry blanks, and all were very enthusiastic about the results."

The winners in each of the three categories—weekly store volume up to \$2,999, from \$3,000 to \$4,999, and volume of \$5,000 and over—were selected on the basis of (1) building a selling display and using display material, (2) using the banner reading "Come in for your free coffee" or conducting a contest, and (3) the amount of coffee sold during the month.

Evidence that displays paid off for the winners was provided by the photographs submitted by retailers as part of their contest entries. The planned displays boosted sales volume in each store participating in the contest.

A number of stores reported exceptionally high sales increases during the period of the contest and several indicated that they believed the additional trade which accrued to them from the contest would continue.

Winners of the first prize in each category received \$250. Second, third, fourth, and fifth place winners received \$100, \$50, \$25, and \$10 respectively.

JULY, 1957

## **FAIRCHILD & BOLTE**

120 WALL STREET

NEW YORK

### *Green Coffee*

**AGENTS AND BROKERS  
REPRESENTING  
BRAZILIAN and MILD SHIPPERS**

#### **Members:**

NATIONAL COFFEE ASSOCIATION  
GREEN COFFEE ASSN. OF N.Y.C.  
N.Y. COFFEE AND SUGAR EXCHANGE



**HOT OR ICED**

*It's  
Coffee-er Coffee!*

S. A. SCHONBRUNN & Co., Inc. • 77 Water Street, New York, N.Y.

## "Sniffing" machine may some day guide industry men on how long to roast each batch of coffee

A device which sniffs coffee all day long is being put to work at the Southwest Research Institute, San Antonio, Texas in experiments which some day may tell coffee processors just how long to roast a particular batch of coffee.

Coffee roasting now is pretty much of an art says John Rhoades, senior analytical chemist and director of the study. Roasting time varies with each batch of coffee but there is no precise way of knowing just how long that time should be, he reports.

The sniffing machine is called a "vapor phase fractometer" and Mr. Rhoades reports he and his team have succeeded in using the machine to show differences between the aroma—coffee "volatiles"—of different batches of coffee.

Mr. Rhoades says his group is working with aroma because it is that which is largely responsible for coffee flavor.

Out of the sniffing machine rolls a paper tape on which appears a continuous line in a series of rounded peaks. Each peak represents one of some 20 components which contribute to coffee aroma. Each five feet of the tape is a "picture" of the coffee aroma of a particular coffee sample.

The researchers next will work with samples of coffee at various stages of roasting to determine at just what point the roasting process should stop. To do this they will match graphs of roasted samples with the decisions of expert tasters as to which is the best coffee brewed from the roasted coffee.

Eventually they expect to establish a standard tape which represents the height of coffee aroma.

Then the problem is to develop a faster means of analysis which can be used in roasting plants on samples

taken from larger batches and roasted in advance. This process would show with scientific accuracy the correct roasting time for the larger batches of coffee. Its development is necessary because the sniffing machine takes too long in its analysis—about two hours—to be practical in the roasting plant.

The researchers must analyze and identify the various peaks on the tape, the components that make up aroma. The new process should be able quickly to determine these components and their amounts in relation to each other.

This sounds like a lot of work, and Mr. Rhoades agrees that it is. But he feels along with the Coffee Brewing Institute, sponsors of the project, that all this effort is worth while if it leads to a precise way of giving the American public a more consistently high quality roasted coffee.

However, Mr. Rhoades emphasizes that more precise methods of roasting will not erase all coffee-making problems of housewives and restaurants. Coffee still has to be brewed properly and with care.

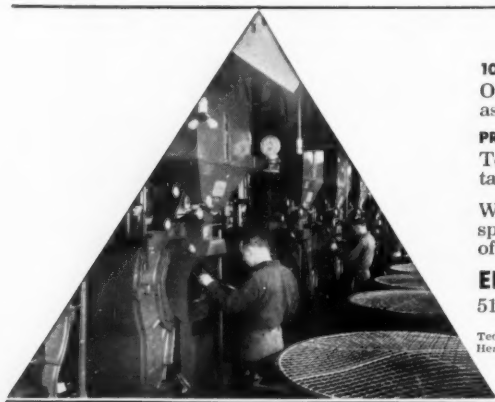
Mr. Rhoades notes that the techniques being used in this study can be applied to a number of other coffee questions.

For example, the aroma producing characteristics of two or more varieties of coffee can be compared. Comparisons can be made of crops of the same coffee from year to year and the disputed advantages of coffees grown in different countries can be studied.

It may mean some growers whose coffee is found to be of consistently high quality will get premium prices.

At present, Mr. Rhoades says, coffees are usually blended first and then roasted. Further study could test the possible advantages of roasting separately and then blending.

The same techniques are now being used to test the relative flavor-preserving properties of one type of packaging over another, he added.



### 101 REASONS WHY WE CAN SERVE YOU BETTER

Our 101 years of service, combined with the most modern facilities, are your assurance of the highest quality.

### PRIVATE LABEL BLENDING, ROASTING, PACKING

Tea Bag Packing — to specifications. Vacuum Tins, 1-lb. Paper Bags, Restaurant Packs, 2-oz., 4-oz., and 6-oz. Instant.

We offer you a complete service: Supplying green coffee, roasting to your specifications, blending to your standard, packing under your label. Samples of your coffee matched and prices quoted.

**EPPENS, SMITH CO., INC.** — Direct Importers of Coffee and Tea  
51-02 21st Street, Long Island City 1, N. Y. • Telephone EXeter 2-0600

Ted Seidel, Manager, Baltimore: 4033 West Rogers Ave. • E. Lee Foster, Manager, Boston: 156 State St.  
Herbert Powers, Manager, Philadelphia: 53 S. Front Street • Buying Office, New York: 100 Front Street

*The better the FLAVOR and AROMA  
— the MORE consumed . . . .  
No coffee can taste better or  
have more aroma than freshly,  
correctly ground coffee!*

**American Duplex Co.**  
Grocery & Restaurant Coffee Grinders  
*Exclusively*

815-827 WEST MARKET STREET  
LOUISVILLE 2, KENTUCKY



## Automatic coffeemakers are closer to "ideal" operating conditions, research shows

Of three types of coffeemakers examined for "ideal" operating features, an automatic maker provided greater extraction control, and a more reliable maintenance of flavor and aroma than an urn and a non-automatic gang-type vacuum.

These were the findings of a study sponsored by the Coffee Brewing Institute, and conducted at the Midwest Research Institute in Kansas City, Mo., by W. W. Niven and B. C. Shaw.

The urn, the non-automatic gang-type vacuum unit, and the automatic brewing device were analyzed and evaluated on the premise that all three were capable of making an equally good brew, if operated properly.

On the basis of this examination, the researchers concluded that specifications for an "ideal" coffee maker could be defined as follows:

1. Maintains correct brewing conditions completely automatically.
2. Is easy and convenient to clean.
3. Provides fresh brew in each cup served. Does not allow too much brew to be held at any one time.
4. Meets general requirements of the individual establishment using the equipment, in respect to cost, size, rates of dispensing and appearance.

Equipment should be designed to maintain exact and

proper brewing conditions without the necessity of depending on the judgement and conscientiousness of the operator, it was emphasized.

Findings of the study are being employed in the construction of an experimental brewing device at the Midwest Research Institute. This quantity coffee maker is expected to incorporate automatic brewing, proper brew storage, easy cleaning, and a wide range of critical brewing conditions. It will be used as a research tool to work out the interrelationships among these important factors.

A report on the study, "Critical Conditions For Quantity Coffee Brewing" (see: COFFEE & TEA INDUSTRIES, April 1957, Page 44) has been published in monograph form by the Coffee Brewing Institute, 551 Fifth Ave., New York City, and is available upon request.

## Coffee in Mexico

Coffee production is located in the southern half of Mexico.

The larger concentrations of coffee acreage in Mexico are in the states of Veracruz, Chiapas, and Oaxaco.

Veracruz produces about 42% of Mexico's coffee, Chiapas and Oaxaco 41%, and the balance comes principally from Guerrero, Hidalgo and Puebla.

Over 80% of the coffees produced in Mexico are plantation grown, of the washed variety, and go into export trade, while the balance is small-farm or peasant produced, and are "naturals" to be used for domestic consumption.

## LEONIDAS LARA & SONS INC.

99 WALL STREET



NEW YORK 5, N. Y.



Telephone: Dlgby 4-8777

Cable: NYLORENA

Teletype: NY 1-3368

## *Fine Colombian Coffees*

## Crops and countries

coffee news from producing areas

### Brazil acts to prop 1957-58 coffee crop with 80% support price

Brazil's government has adopted measures to support the new coffee crop, which started to market on July 1st.

Brazil's Finance Minister said the 1957-58 crop, after allowance for transport expenses, interest and warehousing, would be propped at 80% of the purchase value at ports.

All coffee dispatched from up-country will be guaranteed an option by the Brazilian Coffee Institute for purchase at the port.

The base price for Santos 4's, soft, in any port, will be 3,300 cruzeiros per 60 kilo bag.

The Institute will pay premiums of 1% of each American dollar per bag in excess of \$43 a bag f.o.b., or dollar equivalent calculated at current exchange rates and existing bonuses.

The Minister said the main object of assistance was to insure stability of the market.

The Institute will be authorized to sell coffee it had purchased whenever this was considered advisable.

The Federal Government will take steps to secure the necessary funds for the plan, the Minister said.

### Jamaica to try coffee on mined-out land

In order to speed up coffee production during 1957, the Jamaica Ministry of Agriculture is supplying, free, 1,000,000 potted coffee seedlings.

The Reynolds Jamaica mines expect to plant coffee on some 40 acres of its mined-out bauxite lands. If the experiment proves successful, the operation will be enlarged.

### Colombia abolishes fixed exchange rate; keeps strong supports for coffee prices

Colombia acted last month to restore freedom of trading in foreign exchange. At the same time, announcement of firm supports for coffee banished fears that devaluation might mean lower dollar prices for coffee.

A decree issued by the government abolished the fixed rate of exchange of 2.5 Colombian pesos to the United States dollar and created a free foreign exchange market.

The government also decreed a 15% tax on all exports and a 10% tax on all import payments. Proceeds of the 15% export tax will be applied to pay off Colombia's outstanding commercial debts, estimated at \$210,000,000.

Colombia's new foreign exchange regulations provide that all dollars (or other foreign exchange) resulting from exports, including coffee, must be surrendered to the Banco de la Republica which, in turn, will give back 85% in the form of foreign exchange certificates. In effect this is the equivalent of a 15% export tax.

The certificates will be freely negotiable but can only be used by the buyers to cover sanctioned imports, and such items as foreign debt payments and interest on foreign capital.

The certificates will have a limited period of validity, after which they must be sold to the Banco de la Republica at 4.8 pesos to the dollar.

Manuel Mejia, head of the autonomous National Federation of Coffee Growers, announced as a parallel step that he would support the price of coffee at \$96.25 per bag, which is equal on a New York basis to 65¢ a pound, ex-dock.

For registration purposes, however, the minimum will be continued at \$100. Thus with the export tax of 15%, sellers will receive \$85.

## ETHIOPIAN COFFEES

DJIMMA

HARRAR

**SJM**

← Symbols of Quality →

**ALKIS**

**S. J. MAGDALINOS**

ADDIS-ABEBA, ETHIOPIA

Exclusively represented in the United States & Canada by DOBBELEER COMPANY  
17 Battery Place, New York

ROASTING

GRINDING

PACKING

VACUUM PACKING

Coffee Trade Roasters

**H. MILLS MOONEY & SON, INC.**

20 FULTON STREET, NEW YORK 38, N. Y.

Telephone: WHitehall 4-5138

### Coffee crop hard hit in Haiti

Official sources estimate Haiti's 1956-1957 coffee crop will be one of the worst in the history of the Caribbean republic.

A total of 33,240,000 lbs., will be harvested. This compares with nearly 40,000,000 lbs. in 1954-55, following severe hurricane damage in October, 1954, and more than 70,000,000 lbs. in 1953-54.

Severe prolonged drought was blamed for this year's drop.

### India's 1956-57 coffee crop is larger

India's 1956-57 coffee crop, according to the latest estimate of the Indian Coffee Board, will total 684,569 bags (470,519 bags of Arabicas and 214,049 bags of Robustas), an increase of 18.1% over the 1955-56 output of 579,745 bags (380,429 Arabicas and 199,317 Robustas).

### New coffee soft drink marketed

A new formula which eliminates benzoate of soda as a preservative is the basis of a new soft drink made from aromatized coffee, it has been announced by the Caramba Moca Corp. of America, Hoboken, N. J.

Called, "Caramba", the drink is made from pure coffee which does not separate in the bottle as other drinks do, the company said.

Distribution through soft drink outlets such as candy stores, bars, etc., started in metropolitan New York and New Jersey.

### Safety officials in 40 states

#### back PACB "safety stop" drive

The Pan-American Coffee Bureau has announced that safety officials and organizations in more than 40 states are supporting the coffee industry's third annual safety campaign, aimed at helping reduce highway accidents during the summer.

The campaign, which bears the slogan, "For Safety's Sake. Stop for a Coffee-break," this year is tied-in directly with the National Safety Council's nationwide program, "Slow Down and Live."

Over a million bumper strips, each bearing both slogans, are being distributed.

Only eight states are not directly represented by official safety groups in the campaign. These are Iowa, Maryland, Nevada, North Carolina, Nebraska, Utah, Texas, and Vermont. In most of these states, local safety groups are co-operating with coffee companies serving the areas.

Over 40,000 members of the Fraternal Order of Police are urging motorists to heed the campaign's warning through their 400 local chapters in 27 states.

The summer safety campaign is based on the premise that coffee helps reduce accidents by reducing driver fatigue. Important, too, is the fact that the slogan serves to call attention to the need for caution on the part of the motorist when driving on the highways.

A similar program is conducted by the coffee industry in Canada.

**C. A. MACKEY & CO.**  
**Incorporated**

**IMPORTERS-COFFEE**

**ESTABLISHED 1914**

**111 WALL ST. NEW YORK**

## ***Solubles***

### **Nestle making major bid for iced coffee market**

The Nestle Co., Inc., has inaugurated a major national bid for the iced coffee market with an intensive advertising campaign featuring a premium offer of three International Silver Co. iced coffee spoons for 50¢ and an innerseal from a jar of Nescafe Instant Coffee. The spoons are said to have a retail value of \$1.00.

Horace W. R. Barry, Nestle merchandising manager, points out that "our new campaign ties in our efforts with the Pan-American Coffee Bureau drive to increase warm weather consumption of coffee. The premium technique parallels our success with our hot coffee premium of a Silex instant coffee carafe."

Consumer acceptance of the new premium offer was pre-tested by Bryan Houston, Inc., Nestle's advertising agency. The high response in this test, as well as to another flatware offer of International Silver tableware which accompanied the mailing of the Silex carafe, were major factors in the decision to use this premium, according to Mr. Barry.

Five half-page four color insertions in Sunday supplements, including American Weekly, This Week and the First Three Markets group, are being supplemented by extensive television advertising on Nestle's "Oh! Susanna" (CBS) and "Blondie" (NBC) programs and spot radio in selected markets.

Point-of-sale material includes a large display card, "take-one" pads, and a unique display tray which holds 12 spoons. "Build your set" is part of the theme of this multiple display, to encourage housewives to make repeat purchases of Nescafe Instant Coffee.

### **Trends in coffee vending discussed at Schroeder annual sales conference**

Schroeder Products, Inc., held its annual sales conference at the Schroeder plant and offices in Woburn, Mass. recently.

The meeting, attended by Schroeder sales representatives and plant management personnel, was directed by President George Schroeder and Sales Manager William Curran.

Major topics of discussion were current trends and developments in the coffee vending industry. Schroeder's advertising agency, Henry A. Loudon Advertising, Inc., of Boston, outlined the company's advertising and sales promotion program for 1957-58.

The conference was climaxed by an open house and banquet for Schroeder employees and their families.

### **Platt succumbs to heart attack**

Lewis Platt, of the Southern Coffee Co., Houston, Texas, died at his home recently after a heart attack. He was 65.

He had been Joseph Kesler's partner in the Southern Coffee Co. for 30 years.

Survivors include his wife and two daughters.

**REMINDING YOU THAT  
GOOD BLENDS ARE MADE PERFECT  
WITH**

**SALVADOR  
COFFEES**

**COMPAÑIA SALVADOREÑA DE CAFÉ, S. A.**  
**San Salvador • El Salvador**

**Cables: Coscafe**

**Acme Code**



# Ship sailings

## A SUMMARY OF INWARD - BOUND SCHEDULES ON THE COFFEE AND TEA BERTHS

Ports and dates are subject to change, should exigencies require. Moreover, lines may schedule sailings not shown in this schedule.

### Abbreviations for lines

Abl Trans Car—Ablmann Trans Caribbean Line  
Alcoa—Alcoa Steamship Co.  
Am-Exp—American Export Lines  
Am-Pres—American President Lines  
Arg-State—Argentine State Line  
Am-W Afr—American-West African Line  
B-Afr—Belgian African Line  
Barb-W'n—Barber Wilhelmsen Line  
Barb-Frn—Barber-Fern Line  
Barb-W Afr—Barber-West African Line  
Brodin—Brodin Line  
Col—Columbus Line  
Cunard—Brooklebanks' Cunard Service  
Delta—Delta Line  
Dodero—Dodero Lines  
Dreyfus—Dreyfus Lines  
Ell-Buck—Ellerman & Bucknell S.S. Co.  
Farrell—Farrell Lines  
Grace—Grace Line  
Granco—Transportadora Gran Colombiana, Ltda.  
Gulf—Gulf & South American Steamship Co., Inc.  
Hellenic—Hellenic Lines Ltd.

Hol-Int—Holland-Interamerica Line  
Independence—Independence Line  
Isthmian—Isthmian Lines, Inc.  
JavPac—Java-Pacific Line  
Lamp-Ho—Lampori & Holt Line, Ltd.  
Lloyd—Lloyd Brasileiro  
Lykes—Lykes Lines  
Maersk—Maersk Line  
Mam—Mamenic Line  
Mormac—Moore-McCormack Lines, Inc.  
Nedlloyd—Nedlloyd Line  
Nopal—Northern Pan-American Line  
Norton—Norton Line  
PAB—Pacific Argentine Brazil Line  
PacFar—Pacific Far East Line, Inc.  
PacTrans—Pacific Transport Lines, Inc.  
Pioneer—American Pioneer Line  
Prince—Prince Line, Ltd.  
PTL—Pacific Transport Lines, Inc.  
R Neth—Royal Netherland Steamship Co.  
Robin—Robin Line  
Royal Inter—Royal Inter-ocean Lines  
SCross—Southern Cross Line  
Sprague—Sprague Steamship Line  
Swed-Am—Swedish American Line  
Torm—Torm Lines  
UFruit—United Fruit Co.  
Wes-Lar—Westfal Larsen Co. Line  
Yamashita—Yamashita Line

### Abbreviations for ports

At—Atlantic ports  
Ba—Baltimore  
Bo—Boston  
CC—Corpus Christi  
Cb—Chicago  
Chsn—Charleston  
Cl—Cleveland  
De—Detroit  
Ga—Galveston  
Gj—Gulf ports  
Ha—Halifax  
Ho—Houston  
HR—Hampton Roads  
Jx—Jacksonville  
LA—Los Angeles  
Ml—Montreal  
Mo—Mobile  
NO—New Orleans  
NY—New York  
Nf—Norfolk  
NN—Newport News  
Pa—Philadelphia  
Po—Portland  
PS—Puget Sound  
Sa—Savannah  
SF—San Francisco  
Se—Seattle  
St Jo—Saint John  
Ta—Tacoma  
Va—Vancouver  
Wi—Wilmington

## COFFEE BERTHS

SAILS	SHIP	LINE	DUE
-------	------	------	-----

### ABIDJAN

8/5	Del Campo	Delta	N08/22
8/14	Del Aires	Delta	N08/30
8/21	Del Sol	Delta	N09/7

### AMAPALA

7/12	Choluteca	UFruit	C <sup>2</sup> 7/19 NY7/26
7/28	Vera Cruz	UFruit	C <sup>2</sup> 8/1 N08/8

### BARRANQUILLA

7/10	Santa Cruz	Grace	LA7/30 SF8/1 PA8/8
7/11	Lily Nielsen	UFruit	NY7/17
7/16	Catalina	Grace	NY7/24 Ba7/27
7/25	Christiane	UFruit	NY7/31
8/8	Marna	UFruit	NY8/14

### BARRIOS

7/11	Leon	UFruit	N07/14
7/13	Candida	UFruit	NY7/20
7/16	Cubahama	UFruit	Ho7/20
7/18	Orotava	UFruit	N07/21
7/21	Byfjord	UFruit	NY7/28
7/25	Leon	UFruit	N07/28
7/27	Loviand	UFruit	NY8/3
7/28	Cubahama	UFruit	Ho8/1
8/1	Orotava	UFruit	N08/4
8/4	Jersbek	UFruit	NY8/11
8/8	Leon	UFruit	N08/11
8/9	Cubahama	UFruit	Ho8/13
8/11	Candida	UFruit	NY8/18
8/18	Byfjord	UFruit	NY8/25

SAILS	SHIP	LINE	DUE
-------	------	------	-----

### BUENAVENTURA

7/11	Merchant	Gulf	Ho7/22 N07/25
7/13	Cuenca	Granco	Ho7/20 Ga7/26 N07/28
7/14	Santa Cruz	Grace	LA7/30 SF8/1 PS8/8
7/14	Santa Olivia	Grace	NY7/21 Pa7/24 Ba7/27
7/16	Santa Margarita	Grace	NY7/23
7/19	Quito	Granco	Pa7/27 Ba7/28 NY7/29
7/21	Shipper	Gulf	Ho7/31 N08/3
7/25	Santa Eliana	Grace	LA8/3 SF8/5 PS8/25
7/31	High Pt Victory	Gulf	Ho8/10 N08/13

### CARTAGENA

7/13	Santa Clara	Grace	Pa7/22 NY7/23
------	-------------	-------	---------------

### CORTES

7/12	La Playa	UFruit	N07/16
7/14	Cubahama	UFruit	Ho7/20
7/16	Byfjord	UFruit	NY7/28
7/19	Lempa	UFruit	N07/23
7/22	Loviand	UFruit	NY8/3
7/26	La Playa	UFruit	N07/30
7/26	Cubahama	UFruit	Ho8/1
7/30	Jersbek	UFruit	NY8/11
8/2	Lempa	UFruit	N08/6
8/6	Candida	UFruit	NY8/18
8/9	La Playa	UFruit	N08/13
8/14	Byfjord	UFruit	NY8/25

### CRISTOBAL

7/11	Telde	UFruit	N07/16
------	-------	--------	--------

SAILS	SHIP	LINE	DUE
7/19	Choluteca	UFruit	NY7/26
8/2	Vera Cruz	UFruit	N08/8

#### DAR es SALAAM

7/19	Kertosono	Nedlloyd	NY8/21	LA8/8	SF8/12	Pa8/16	Se8/20	Va8/24
7/22	Mayo	Lykes	Gulf	8/26				
8/1	Afr Rainbow	Farrell	NY8/28					
8/15	Samarinda	Nedlloyd	NY9/19	LA10/7	SF10/11	Pa10/15	Se10/19	Va10/23
9/1	Afr Lightning	Farrell	NY9/29					
9/9	Lombok	Nedlloyd	NY10/14	LA11/1	SF11/5	Pa11/9	Se11/13	Va11/17

#### GUAYAQUIL

7/10	Cuenca	Granco	Ho7/20	Ga7/26	N07/28
7/16	Quito	Granco	Pa7/27	Ba7/28	NY7/29

#### LA LIBERTAD

7/11	Choluteca	UFruit	Cr <sup>2</sup> 7/19	NY7/26
7/25	Vera Cruz	UFruit	Cr <sup>2</sup> 8/1	N08/8

#### LA UNION

7/27	Vera Cruz	UFruit	Cr <sup>2</sup> 8/1	N08/8
------	-----------	--------	---------------------	-------

#### LIMON

7/15	Catherine Sartori	UFruit	NY7/26
7/21	Christiane	UFruit	NY7/28
7/23	Telde	UFruit	Ho8/1
7/28	Lily Nielsen	UFruit	NY8/7
8/4	Marna	UFruit	NY8/14
8/6	Telde	UFruit	N08/13
8/11	Catherine Sartori	UFruit	NY8/21

#### LOBITO

7/17	Afr Pilot	Farrell	NY8/12
------	-----------	---------	--------

SAILS	SHIP	LINE	DUE
7/18	Afr Pilgrim	Farrell	NY8/17
7/30	Ferngrove	Am-W Afr	USA 8/30
8/4	Afr Grove	Farrell	NY8/30
8/26	Fernriver	Am-W Afr	USA 9/30

#### LUANDA

7/13	Afr Pilot	Farrell	NY8/12
7/14	Afr Pilgrim	Farrell	NY8/17
7/23	Del Campo	Delta	N08/22
7/28	Ferngrove	Am-W Afr	USA 8/30
7/31	Afr Grove	Farrell	NY8/30
8/5	Del Aires	Delta	N08/30
8/12	Del Sol	Delta	N09/7
8/24	Ferriver	Am-W Afr	USA 9/30

#### MARACAIBO

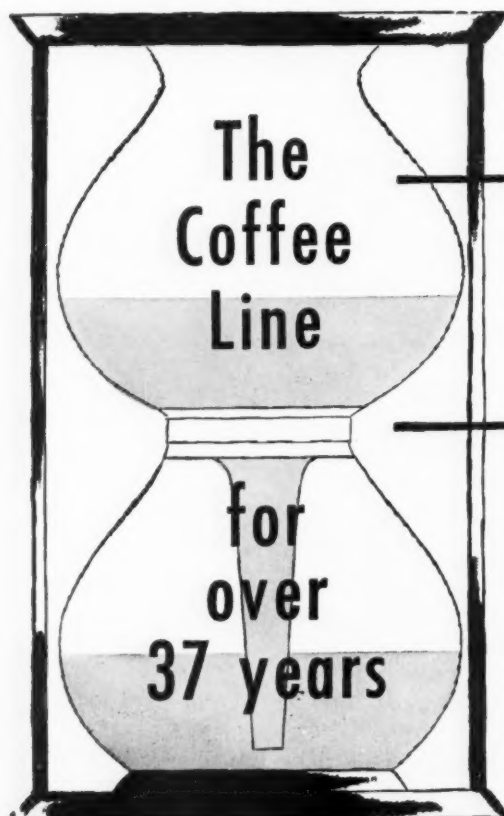
7/13	Santa Clara	Grace	Pa7/22	NY7/23
------	-------------	-------	--------	--------

#### MATADI

7/11	Afr Pilgrim	Farrell	NY8/17
7/19	Afr Pilot	Farrell	NY8/12
7/25	Ferngrove	Am-W Afr	USA 8/30
7/27	Del Campo	Delta	N08/22
8/2	Del Aires	Delta	N08/30
8/6	Afr Grove	Farrell	NY8/30
8/9	Del Sol	Delta	N09/7
8/21	Fernriver	Am-W Afr	USA 9/30

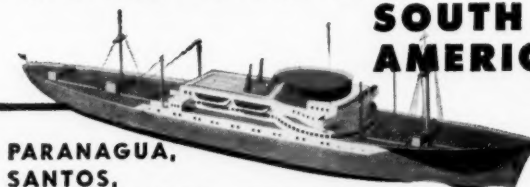
#### MOMBASA

7/21	Afr Rainbow	Farrell	NY8/28					
7/24	Kertosono	Nedlloyd	NY8/21	LA9/8	SF9/12	Pa9/16	Se9/20	Va9/24
7/25	Mayo	Lykes	Gulf	8/26				
8/21	Afr Lightning	Farrell	NY9/29					
8/21	Samarinda	Nedlloyd	NY9/19	LA10/7	SF10/11	Pa10/15	Se10/19	Va10/23
9/16	Lombok	Nedlloyd	NY10/14	LA11/1	SF11/5	Pa11/9	Se11/13	Va11/17



TO NEW ORLEANS AND OTHER  
U. S. GULF PORTS...FROM

**SOUTH  
AMERICA**



**PARANAGUA,  
SANTOS,  
RIO DE JANEIRO, VICTORIA**

Regular weekly sailings

**WEST  
AFRICA**



**ANGOLA,  
BELGIAN CONGO,  
CAMEROONS, IVORY COAST,  
AND LIBERIA**

Direct regular service

**Delta Line**  
MISSISSIPPI SHIPPING CO., INC., NEW ORLEANS

**AGENTS:**  
RIO DE JANEIRO: DELTA LINE, INC.  
Rua Visconde Inhauma 134  
ABIDJAN & DOUALA  
Union Maritime et Commerciale

NEW YORK — CHICAGO  
WASHINGTON — ST. LOUIS

**SANTOS: DELTA LINE, INC.**  
Rua 15 de Novembro 176-178  
**LUANDA & LOBITO**  
Sociedade Lusco-Americana, Ltda.

**MATADI**  
Nieuwe Afrikaansche Handels Vennootschap

COFFEE & TEA INDUSTRIES and The Flavor Field

SAILS SHIP LINE DUE

### PARANAGUA

7/10	Nicaragua	Lloyd	NY8/2
7/11	Rio de Janeiro	Stockard	NY7/31 Bo8/3 Pa8/5 Ba8/7
7/12	Mormachawk	Mormac	Ba8/1 Pa8/3 NY8/4 Bo8/7 M18/11
7/13	Del Santos	Delta	N08/4 Ho8/9
7/14	Mormacmar	Mormac	LA8/9 SF8/12 Va8/16 Se8/26 Po8/29
7/15	Nordanger	Wes-Lar	LA8/17 SF8/20 Po8/25 Se8/27 Va8/28
7/16	Progress	Nopal	N08/1 Ho8/4
7/17	Mormacdove	Mormac	Jx8/4 NY8/8 Bo8/11 Pa8/13 Ba8/14
7/20	Paraguay	Lloyd	NY8/12
7/21	Domingos	Lloyd	N08/10 Ho8/15
7/22	Mormacteal	Mormac	NY8/10 Bo8/13 Pa8/15 Ba8/17
7/26	Mormacsaga	Mormac	Ba8/14 Pa8/16 NY8/17 Bo8/20 M18/24
7/27	Del Viento	Delta	N08/17 Ho7/22
7/27	Buenos Aires	Stockard	NY8/15 Bo8/18 Pa8/20 Ba8/22
7/28	Mormacland	Mormac	LA8/23 SF8/26 Va8/30 Se9/6 Po9/9
7/30	Peru	Lloyd	NY8/22
7/31	Mormacmail	Mormac	NY8/15 Bo8/18 Pa8/20 Ba8/22 N18/23
8/5	Mormacsurf	Mormac	LA9/9 SF9/12 Va9/16 Se9/23 Po9/26
8/6	Mormacpine	Mormac	Jx8/26 Ba8/30 Pa9/1 NY9/2 Bo9/5 M19/10
8/10	Argentina	Lloyd	NY9/2
8/10	Del Monte	Delta	N08/31 Ho9/5
8/11	Mormacowl	Mormac	NY8/30 Bo9/3 Pa9/5 Ba9/7 N19/8
8/12	Santos	Stockard	NY9/1 Bo9/4 Pa9/6 Ba9/8
8/16	Siranger	Wes-Lar	LA9/20 SF9/23 Po9/28 Se9/30 Va10/1
8/17	Del Valle	Delta	N09/7 Ho9/16
8/20	Mexico	Lloyd	NY9/12
8/30	Montevideo	Stockard	NY9/19 Bo9/21 Pa9/23 Ba9/25
8/30	Chile	Lloyd	NY9/22
8/31	Del Rio	Delta	N09/21 Ho9/26

### PUNTARENUS

7/23	Vera Cruz	UFruit	C# 8/1 N08/8
------	-----------	--------	--------------

### RIO de JANEIRO

7/11	Antonina	Brodin	Ba7/27 NY7/29 Pa7/31 Bo8/2 M18/6
7/11	Del Mar	Delta	N07/24 Ho7/29
7/15	Rio de Janeiro	Stockard	NY7/31 Bo8/3 Pa8/5 Ba8/7
7/16	Nicaragua	Lloyd	NY8/2
7/18	Mormacland	Mormac	LA8/23 SF8/26 Va8/30 Se9/6 Po9/9
7/18	Del Santos	Delta	N08/4 Ho8/9
7/19	Progress	Nopal	N08/1 Ho8/4
7/21	Mormacdove	Mormac	Jx8/4 NY8/8 Bo8/11 Pa8/13 Ba8/14 N18/15
7/24	Brazil	Mormac	NY8/5
7/24	Nordanger	Wes-Lar	LA8/17 SF8/20 Po8/25 Se8/27 Va8/28
7/25	Del Norte	Delta	N08/7 Ho8/12
7/26	Paraguay	Lloyd	NY8/12
7/26	Domingos	Lloyd	N08/10 Ho8/15
7/31	Mormacsaga	Mormac	Ba8/14 Pa8/16 NY8/17 Bo8/20 M18/24
7/31	Buenos Aires	Stockard	NY8/15 Bo8/18 Pa8/20 Ba8/22
7/31	Del Viento	Delta	N08/17 Ho8/22
8/3	Mormacsurf	Mormac	LA9/9 SF9/12 Va9/16 Se9/23 Po9/26
8/6	Peru	Lloyd	NY8/22
8/8	Del Sud	Delta	N08/21 Ho8/26
8/11	Mormacpine	Mormac	Jx8/26 Ba8/30 Pa9/1 NY9/2 Bo9/5 M19/10
8/14	Argentina	Mormac	NY8/26
8/14	Del Monte	Delta	N08/31 Ho9/5
8/16	Argentina	Lloyd	NY9/2
8/16	Santos	Stockard	NY9/1 Bo9/4 Pa9/6 Ba9/8
8/21	Del Valle	Delta	N09/7 Ho9/12
8/24	Siranger	Wes-Lar	LA9/20 SF9/23 Po9/28 Se9/30 Va10/1
8/26	Mexico	Lloyd	NY9/12
8/29	Del Mar	Delta	N09/11 Ho9/16
9/3	Montevideo	Stockard	NY9/19 Bo9/21 Pa9/23 Ba9/25
9/4	Del Rio	Delta	N09/21 Ho9/26
9/6	Chile	Lloyd	NY9/22
9/12	Del Norte	Delta	N09/25 Ho9/30

### SANTOS

7/10	Del Mar	Delta	N07/24 Ho7/29
7/12	Antonina	Brodin	Ba7/27 NY7/29 Pa7/31 Bo8/2 M18/6
7/12	Mormacswan	Mormac	Jx7/21 NY7/25 Bo7/27 Pa7/29 Ba7/31
7/13	Rio de Janeiro	Stockard	NY7/31 Bo8/3 Pa8/5 Ba8/7
7/15	Nicaragua	Lloyd	NY8/2
7/16	Mormachawk	Mormac	Ba8/1 Pa8/3 NY8/4 Bo8/7 M18/11
7/17	Del Santos	Delta	N08/4 Ho8/9
7/18	Progress	Nopal	N08/1 Ho8/4
7/20	Mormacdove	Mormac	Jx8/4 NY8/8 Bo8/11 Pa8/13 Ba8/14 N18/15
7/22	Nordanger	Wes-Lar	LA8/17 SF8/20 Po8/25 Se8/27 Va8/28
7/22	Brazil	Mormac	NY8/5
7/24	Del Norte	Delta	N08/7 Ho8/12
7/25	Paraguay	Lloyd	NY8/12

JULY, 1957

## NOPAL LINE

The Northern Pan-America Line A/S  
Oslo

Regular Service

Fast Norwegian Motorships

Coffee Service

Brazil/U. S. Gulf

General Agents

Oivind Lorentzen, Inc.

21 West Street, New York 6, N. Y.

Whitehall 3-1572

New Orleans—Biehl & Co., Inc., Sanlin Bldg.

Houston—Biehl & Co., Cotton Exchange Bldg.

Chicago—F. C. MacFarlane, 2520 Bankers Bldg.

Detroit—F. C. MacFarlane, 945 Free Press Bldg.

Santos/Rio—Agencia de Vapores Grieg S/A

Paranagua—Transparana Ltda.

Buenos Aires—International Freighting Corporation, Inc.

FOR

FAST DEPENDABLE DELIVERY

... of your mild coffees  
to United States markets ... rely on

UNITED FRUIT  
COMPANY

Steamship Service

Regular Sailings between

GUATEMALA  
EL SALVADOR  
HONDURAS

NICARAGUA  
COSTA RICA  
COLOMBIA

and

NEW YORK • NEW ORLEANS • HOUSTON

NEW YORK:  
Pier 3, North River  
NEW ORLEANS:  
321 St. Charles St.



## Regular Service

From The Principal Brazilian Ports To:  
NEW YORK NEW ORLEANS



# Lloyd BRASILEIRO

(Patrimônio Nacional)

Owned and operated exclusively by the Brazilian Government, LLOYD BRASILEIRO includes the American Line in its list of services vital to Brazil's trade relations with the commercial centres of the world. The American Line maintains regular service from the principal Brazilian coffee ports to New York and New Orleans, with facilities (as cargo offers) at Philadelphia, Baltimore, Norfolk, Jacksonville and Houston.

Bringing North and South America nearer each other. LLOYD BRASILEIRO makes the Good Neighbor a Close Neighbor.

NEW YORK  
17 Battery Place

NEW ORLEANS  
305 Board of Trade Bldg.

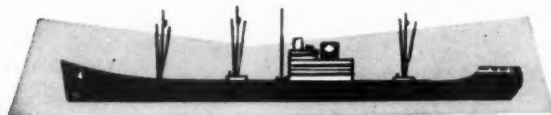


ship via

# GSA

Gulf & South American Steamship Co.  
serving the West Coast of South America

An American-Flag Freighter every  
ten days. Fast, efficient schedules from  
Gulf Ports. Expert Cargo Handling.  
Limited Passenger Accommodations.



620 GRAVIER STREET, NEW ORLEANS, LA.

In Other Cities Contact Grace or Lykes

SAILS	SHIP	LINE	DUE
7/25	Domingos	Lloyd	N08/10 Ho8/15
7/26	Mormactael	Mormac	NY8/10 Bo8/13 Pa8/15 Ba8/17
7/26	Mormacland	Mormac	LA8/23 SF8/26 Va8/30 Se9/6 Po9/9
7/29	Buenos Aires	Stockard	NY8/15 Bo8/18 Pa8/20 Ba8/22
7/30	Mormacsaga	Mormac	Ba8/14 Pa8/16 NY8/17 Bo8/20 Mi8/24
7/30	Del Viento	Delta	N08/17 Ho8/22
8/3	Mormacmail	Mormac	NY8/15 Bo8/18 Pa8/20 Ba8/22 Nf8/23
8/5	Peru	Lloyd	NY8/22
8/7	Del Sud	Delta	N08/21 Ho8/26
8/10	Mormacpine	Mormac	Jx8/26 Ba8/30 Pa9/1 NY9/2 Bo9/5 Mi9/10
8/12	Argentina	Mormac	NY8/26
8/12	Mormacsurf	Mormac	LA9/9 SF9/12 Va9/16 Se9/23 Po9/26
8/13	Del Monte	Delta	N08/31 Ho9/5
8/14	Santos	Stockard	NY9/1 Bo9/4 Pa9/6 Ba9/8
8/15	Argentina	Lloyd	NY9/2
8/15	Mormacowl	Mormac	NY8/30 Bo9/3 Pa9/5 Ba9/7 Nf9/8
8/20	Del Valle	Delta	N09/7 Ho9/12
8/22	Siranger	Wes-Lar	LA9/20 SF9/23 Po9/28 Se9/30 Va10/1
8/25	Mexico	Lloyd	NY9/12
8/28	Del Mar	Delta	N09/11 Ho9/16
9/1	Montevideo	Stockard	NY9/19 Bo9/21 Pa9/23 Ba9/25
9/3	Del Rio	Delta	N09/21 Ho9/26
9/5	Chile	Lloyd	NY9/22
9/11	Del Norte	Delta	N09/25 Ho9/30

## TANGA

7/20	Kertosono	Nedlloyd	NY8/21 LA9/8 SF9/12 Po9/16 Se9/20 Va9/24
7/23	Mayo	Lykes	Gulf 8/26
7/26	Afr Rainbow	Farrell	NY8/28
8/18	Samarinda	Nedlloyd	NY9/19 LA10/7 SF10/11 Se10/19 Va10/23
8/26	Afr Lightning	Farrell	NY9/29
9/12	Lombok	Nedlloyd	NY10/14 LA11/1 SF11/5 Po11/9 Se11/13 Va11/17

## VICTORIA

7/20	Del Santos	Delta	N08/4 Ho8/9
7/27	Domingos	Lloyd	N08/10 Ho8/15
8/2	Del Viento	Delta	N08/17 Ho8/22
8/16	Del Monte	Delta	N08/31 Ho9/5
8/23	Del Valle	Delta	N09/7 Ho9/12
9/6	Del Rio	Delta	N09/21 Ho9/26

## TEA BERTHS

## CALCUTTA

7/10	Steel Maker	Isthmian	N08/16
7/10	Explorer	Am-Exp	Bo8/13 NY8/14
7/20	Hellenic Spirit	Hellenic	NY8/19 N08/26
7/22	City New York	Norton	Bo8/22 NY8/23 Pa8/26 Nf8/29 Ba8/31
7/24	Exhibitor	Am-Exp	Bo8/27 NY8/29
8/8	Ines	Isthmian	N09/19
8/10	Exminster	Am-Exp	Bo9/13 NY9/15
8/23	Exchange	Am-Exp	Bo9/27 NY9/29
9/8	Steel Surveyor	Isthmian	N010/16
9/10	Express	Am-Exp	Bo10/14 NY10/16
9/22	Hellenic Hero	Hellenic	NY10/21 N010/27

## COCHIN

7/14	Cliff	Kerr	NY8/10
7/19	Steel Navigator	Isthmian	Bo8/11 NY8/12
7/19	Explorer	Am-Exp	Bo8/13 NY8/14
7/27	Polk	Am-Pres	NY9/1 Ba9/6 HR9/8 SF9/28
7/29	Steel Chemist	Isthmian	Bo8/21 NY8/22
7/29	Hellenic Spirit	Hellenic	NY8/19 N08/26
8/2	Exhibitor	Am-Exp	Bo8/27 NY8/29
8/4	Jackson	Am-Pres	NY9/9 Bo9/16 Ba9/19 HR9/21 LA10/6 SF10/9
8/13	Steel Executive	Isthmian	Bo9/5 NY9/6
8/19	Exminster	Am-Exp	Bo9/13 NY9/15
8/29	Steel Director	Isthmian	Bo9/21 NY9/22
8/29	Sonnvind	Hellenic	NY9/22 N09/29
9/1	Cape	Kerr	NY10/3
9/2	Exchange	Am-Exp	Bo9/27 NY9/29
9/14	Steel Scientist	Isthmian	Bo10/7 NY10/8
9/19	Express	Am-Exp	Bo10/14 NY10/16
9/28	Steel Admiral	Isthmian	Bo10/21 NY10/22
9/30	Hellenic Hero	Hellenic	NY10/21 N010/27

## COLOMBO

7/13	Marwarri	Cunard	Sa8/13 Bo8/18 Ho8/22 Ga8/24
7/14	Ranee	Cunard	Bo8/15 NY8/17 Pa8/21 Nf8/23 Ba8/25
7/15	Steel Maker	Isthmian	N08/16

COFFEE & TEA INDUSTRIES and The Flavor Field





SAILS	SHIP	LINE	DUE
7/26	Madison	Am-Pres	LA8/24 NY9/9 Ba9/15 Bo9/19
8/3	Fillmore	Am-Pres	La9/8 NY9/24 Ba9/30 Bp10/4
8/10	Taylor	Am-Pres	NY9/23 Bo9/30 Ba10/3 HR10/5 LA10/20 SF10/23

#### SHIMIZU

7/11	Ming	Pioneer	NY8/4
7/11	Sally	Maersk	SF7/25 NY8/10
7/18	Pacific Trans	PacTrans	SF7/31 LA8/2
7/27	Jeppesen	Maersk	LA8/12 NY8/28
8/1	M.M. Dant	PacTrans	SF8/13 LA8/16
8/11	Susan	Maersk	SF8/25 NY9/10
8/27	Maren	Maersk	LA9/12 NY9/26
9/11	Rita	Maersk	SF9/25 NY10/9
9/26	Effie	Maersk	LA10/11 NY10/25

#### YOKOHAMA

7/13	Cleveland	Am-Pres	SF7/25
7/13	Ming	Pioneer	NY8/4
7/15	Sally	Maersk	SF7/25 NY8/10
7/20	Pacific Trans	PacTrans	SF7/31 LA8/2
7/31	Jeppesen	Maersk	LA8/12 NY8/28
8/3	M.M. Dant	PacTrans	SF8/13 LA8/16
8/15	Susan	Maersk	SF8/25 NY9/10
8/31	Maren	Maersk	LA9/12 NY9/26
9/15	Rita	Maersk	SF9/25 NY10/9
9/30	Effie	Maersk	LA10/11 NY10/25

\* Accepts freight for Atlantic and Gulf ports, with transshipment at Cristobal, C. Z.

#### Araban Coffee vice president dies

Basil G. Anifantis, of Cambridge, Mass., died recently at the age of 64.

He was a vice president of the Araban Coffee Co., Boston. He is survived by his wife and two sisters.

#### Group of New Orleans business men buy 56-year-old Merchants Coffee Co.

A group of New Orleans businessmen has purchased the 56-year-old Merchants Coffee Co., Inc., of New Orleans.

Harry H. White heads the new management of the company as president and member of the board of directors.

Gilbert Hattier, Jr., J. B. Sanford, Jr., and Hughes Walmsley are directors and vice presidents, and Frederick A. Toledano is secretary, general sales manager and a director.

Warren Weber is operations manager and James J. Punecky is treasurer.

Mr. Toledano, Mr. Weber and Mr. Punecky have been serving in the same capacities for several years.

The new firm will continue its coffee processing operations from the building the old firm has occupied since 1916.

The firm's brands are Union and Alameda.

The old firm was founded in 1901 by the late Ben C. Casanas, who served as its president until his death in 1955.

Mr. Toledano, who is presently setting up new city and country routes, said new trucks have been purchased and new promotions are planned.

#### Eisenmenger now vice president of Standard Brands

Philip E. Eisenmenger, widely known in the coffee and tea industries, has been elected vice president in charge of national institutional sales for Standard Brands Inc.

He was formerly assistant vice president of the Fleischmann division in charge of the institutional department.

He has been with the company since 1932.



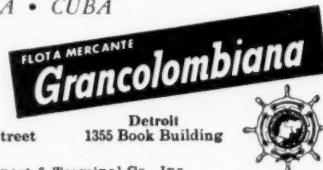
ship your coffee  
via **Grancolombiana**

COLOMBIA • ECUADOR • PERU • EL SALVADOR  
GUATEMALA • COSTA RICA • CUBA  
MEXICO to ALL COASTS  
of the U.S. and Canada

General Agents  
Transportadora Grancolombiana, Ltda.

New York 52 Wall Street Chicago 208 South La Salle Street  
Agents

New Orleans and Houston: Texas Transport & Terminal Co., Inc.  
Philadelphia: Lavino Shipping Co. Montreal: Robert Reford Co., Ltd.  
Los Angeles: Balfour, Guthrie & Co., Ltd. Boston: Boston Shipping Corp.  
San Francisco: Balfour, Guthrie & Co., Ltd. Baltimore: Penn-Maryland S.S. Corp.



## Mamenic Line

COFFEE SERVED . . . as fine coffee  
shipments should be served!

REGULAR FAST SERVICE FROM  
EL SALVADOR AND NICARAGUA TO  
U.S. GULF AND ATLANTIC PORTS

BIEHL & CO., AGENTS ALL GULF PORTS

UNITED STATES NAVIGATION  
CO., INC., AGENT

17 Battery Place, N. Y. 4 BOWling Green 9-6000

## COFFEE

Where you want . . . when you want it . . .

★ Your coffee arrives in perfect condition via Argentine State Line . . . just 13 days from Santos, 12 from Rio to our modern terminal, Pier 25, North River, New York.

★ Fast modern freighters plus 3 new passenger liners serve the East Coast of South America . . . immaculate holds, skilled handling by experienced crews eliminate damage or flavor contamination.

## ARGENTINE STATE LINE

Boyd, Weir and Sewell Inc., General Agents  
24 State St., New York 4, BO 9-5660

## Coffee Movement In The U. S. Market

(Figures in 1,000 bags)

	Total Entries	Brazil	Deliveries—from: Others	Total	Visible Brazil	Supply—1st of Month Others	Total
<b>1955</b>							
August .....	1,360	579	745	1,324	484	330	814
September .....	1,490	731	775	1,506	543	349	892
October .....	1,894	1,063	824	1,887	1,024	213	1,237
November .....	2,048	1,017	996	2,013	1,129	303	1,432
December .....	2,115	842	1,007	1,849	878	222	1,100
<b>1956</b>							
January .....	1,516	738	905	1,643	780	571	1,351
February .....	1,894	828	977	1,805	880	445	1,325
March .....	2,329	1,126	1,226	2,352	1,192	421	1,613
April .....	1,558	860	716	1,576	822	456	1,278
May .....	1,336	622	694	1,316	695	586	1,281
June .....	1,810	806	837	1,703	930	543	1,473
July .....	1,883	957	828	1,785	1,060	599	1,659
August .....	1,441	729	809	1,538	970	582	1,552
September .....	1,802	912	718	1,630	998	574	1,572
October .....	1,424	804	655	1,459	916	654	1,570
November .....	1,338	650	616	1,266	828	636	1,464
December .....	1,241	735	651	1,386	903	703	1,606
<b>1957</b>							
January .....	1,749	917	809	1,726	1,064	655	1,719
February .....	2,026	906	927	1,833	1,362	611	1,973
March .....	1,956	1,224	1,060	2,284	1,233	668	1,901
April .....	1,209	500	528	1,028	729	547	1,276
May .....	1,431	546	906	1,452	759	663	1,422
June (1-25) .....	889	445	472	917	732	606	1,338

Figures by N. Y. Coffee & Sugar Exchange, Inc., in bags of origin. (Preliminary)

### USDA sees world coffee exportables up 15% in 1957-58 season

Exportable world coffee production for the 1957-58 marketing season, starting July 1st, has been set at 41,800,000 bags by the U. S. Department of Agriculture.

That represents an increase of 15% over the current season but is 4.2 below the previous season.

Total world production is figured at 50,400,000 bags, a gain of 8.9% over the 46,300,000 bag production now estimated for the 1956-57 marketing year.

Brazil's exportable production in this USDA estimate is placed at 18,000,000 bags. In a footnote to this figure, however, the department explains that "exportable production represents total production minus consumption, except in Brazil where it is based upon 'registrations' of current crop coffee minus port consumption and coastwise shipments."

The revisions are down from the department's preliminary views of prospects for the coming marketing season. In December the department was expecting world over-all production of close to 56,000,000 bags, and world exportable production of 47,000,000 bags, although these were not set down officially as estimates.

#### Four month coffee imports hold level

Coffee imports into the United States for the first four months of 1957 totaled 1,030 million pounds, only slightly less than the first four months of 1956, according to the U. S. Department of Commerce.

#### Coffee can output up in March

Production of coffee cans in March were 4% higher than in February.

These industry figures were reported by the American Can Co.

*Reeve Angel*

### COFFEE FILTER PAPERS

**We maintain stocks in New York  
to fit all sizes of urns at very at-  
tractive prices.**

**H. REEVE ANGEL & CO., INC.  
52 Duane St. New York 7, N. Y.**

*Philippine  
National Lines*

### MANILA DIRECT

MANILA • ILOILO • HONG KONG  
CEBU • TAKAO • KEELUNG • JAPAN



NEW YORK TERMINAL  
PIER D - JERSEY CITY • Henderson 3-0508 or Worth 4-3720  
CONTINUOUS RECEIVING

**STOCKARD STEAMSHIP CORP.**

Agents/General Agents  
17 BATTERY PLACE, NEW YORK 4, N.Y. Whitehall 3-2340

## H. L. C. BENDIKS, INC.

NEW YORK

96 Front Street

SAN FRANCISCO

40 California St.

NEW ORLEANS

225 Magazine St.

**IMPORTERS - JOBBERS**

**COFFEE - TEA**

**N. V. KOFFIE HANDELMY  
MATAGALPA**

P. O. BOX 631

AMSTERDAM, C, HOLLAND



### let's "think one play ahead"

(Continued from page 21)

are being done about it, too. The new assessment in mind is 25¢ per bag. However, as of today, the assessment is still 10¢, and even 25¢ per bag, when we consider the inflation of the advertising dollar, could buy little more than the dime bought in 1948, when consumption was high and the merchandising sallies of coffee's competitors was less aggressive.

An increase to 25¢ would make possible a 1948 merchandising campaign. Only an assessment considerably higher could finance the supercharged program needed now and in the years ahead.

In this regard, I would like to repeat my earlier observation that the African coffee officials with whom I conferred were unanimous in their recognition of the need for intensified promotion. And they indicated their individual willingness to consider investing in such promotion.

Perhaps the long and continuing delay in bringing the producers' investment in coffee promotion up to today's minimum requirements stems from their apparent disinclination to regard farming as a business. I mean a business in the complete sense, wherein your production volume means little unless you are also carrying on constant activity to increase your sales and enlarge your market.

The business of farming has all the problems of other industries *plus* an additional hazard—the whims of nature. For that very reason—the possibility of so many variations and disruptions in normal output—it behooves the coffee farmer and his leaders to provide for any an all contingencies.

#### In coffee farming . . .

Farm leaders, like all other business leaders and like leaders of government, have a responsibility to those they represent. It's their duty to anticipate problems and develop plans for their solution. In sports jargon, we call this "thinking one play ahead." In coffee farming, this would require that at the time when new trees are planted consideration be given to how and where the additional production is to be consumed. This consideration would include provision in advance for the funds that are necessary to stimulate more consumption.

A few weeks ago, a financial editor for The New York Times wrote as follows: "To expand or not to expand foreign trade is tending to be a more fateful question for this country than has been the case in recent years." It is my belief that this is becoming an increasingly important, even fateful issue, for all nations. And when we think in terms of coffee, we realize that more than 80% of all coffee production is exported. Coffee can thrive only on international trade. Obviously, then, it must be sold in the marketplaces of the world.

The economic system under which free nations conduct their affairs is founded on the principle of exchanging commodities either for negotiable paper or for other raw or manufactured commodities. And in the realm of trade, as in every other activity in today's accelerated world, to maintain one's own position is not enough. Commerce, if it is to flourish, must move along with the progressive stream of modern life. It must not be retarded with unnecessary controls or insufficient selling support.

Perhaps not since the fateful days just before World War

(Continued on page 56)



---

# Editorials

---

## Coffee weather

Summer came in hot and early over large portions of the country this year.

As the mercury crawled upward, and stayed there day after day, coffee men had varied reactions.

Some of them wiped their brows, decided the usual summer doldrums had come a little early, and settled down to wait for the first pick-up of fall business.

But there were other coffee men who wiped their brows—and grinned. In fact, the hotter it became, the better they liked it.

These coffee men weren't, physically, more tolerant of heat. They felt the personal discomfort of high temperatures just as much as the other fellows.

The difference was that for them, hot weather was coffee weather.

These were the people who had set up their promotion and their personnel to take advantage of the Pan-American Coffee Bureau's industry-level campaign—the most intensive yet—for iced coffee.

The hotter the weather, the more power they saw in their iced coffee promotion.

Sales volume on their brands, they felt, would go up with the Fahrenheit's—with iced coffee as the tie.

Many of these roasters based their reactions to hot weather on experience. They had run iced coffee campaigns last year, and knew that the summer slump was a myth, only as fixed as the belief it existed.

Among them, too, were roasters who had decided—

from observations of what competitors had achieved with iced coffee, and from results of surveys conducted by this publication—that iced coffee would be a good bet.

There was still a third group. They didn't wipe their brows and settle down to wait out their summer slump. They didn't grin and unroll planned iced coffee promotions.

The third group wiped its brows—and felt regrets. These were the people who were sorry, now, that they hadn't anticipated the hot weather with plans for iced coffee promotion.

Somehow, during the winter and early spring, hot weather and iced coffee had seemed remote and not worth fussing about. Now the hot weather was far from remote and the things competitors were doing on iced coffee were disturbing.

For this group, it's late—but possibly not too late. More hot weather can be anticipated before this summer is over.

Last minute efforts might be worked in, using whatever point-of-purchase materials are still available. Advertising with "release copy" points pegged on temperatures might still be scheduled.

In any event it's certainly not too late—and even not too early—to make the basic decision on iced coffee for next year, and to begin laying out at least the general framework for a campaign.

Start with the premise that you have a choice. The summer slump is only as real as your attitude toward it. And go on from there.

## Iced tea's long, long season

*Keep the iced tea dispensers on the counters beyond Labor Day, and on the menus, and restaurants will keep selling iced tea into the fall.*

For a long time, alert tea men have recognized this statement as fact, not opinion.

The evidence has been overwhelming. Some restaurants across the country have been selling iced tea successfully the year 'round. Among them are establishments in regions with the coldest winter climates.

A postscript to last summer's iced tea season in the Midwest is also a case in point.

Unexpectedly cold weather toward the end of the season made some tea men fearful. They thought some of their restaurant outlets, well stocked with iced tea bags, would be

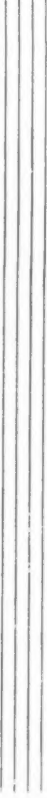
left with an inventory over the winter that would get in the way of spring orders.

But the restaurateurs decided they didn't want to carry the iced tea bags until the new season started. Instead, they kept the iced tea dispensers in sight and left iced tea on the menus. *They stretched the iced season*—and the iced tea bag inventory disappeared.

Paced by the Tea Council, the industry is moving to stretch the iced tea season.

Facts are being made available, for packer salesmen to get to restaurant operators, proving that it is only a superstition that iced tea is strictly a summer item.

In extending the iced tea season, the basic tool of the "1-2-3" method of preparation can continue to make the brewing of any quantity a simple, waste-free operation.



*Importers  
to the Tea Trade  
since 1846*

— • —

**Carter, Macy Company, Inc.**

37-41 Old Slip, New York 5, N. Y.

MEMBER: TEA ASSOCIATION OF U.S.A.

# the impulse factor in tea sales

*This article was written by an advertising man in a field allied with tea. He found that the DuPont figures on the impulse factor in the purchase of tea, as well as other products, stimulated questions on vital areas of brand tea merchandising. Certainly the questions are pertinent. Conceivably they might encourage constructive reexamination of brand policies and decisions which would move more tea. What do you think?—Ed.*

How many tea sales are actually planned, by brand, at least up to the time the shopper goes into the supermarket?

How many just figure on buying tea, with no specific brand in mind?

How many go in thinking of one brand, but buy another?

Answers to these questions were turned up in a recent survey conducted for E. I. DuPont De Nemours & Co., Inc.

The survey also answered another question, possibly the most significant of all, for tea merchandisers: how many shoppers go into the store with no intention of buying tea, but change their minds inside?

Clearly, answers to these questions can have enormous significance to tea merchandisers. The fact is that they do. To this writer's view, they point up key areas for hard and fresh thinking by everyone concerned with tea sales.

What does the DuPont survey show?

Only 33.1% of supermarket shoppers go into the store with a definite tea brand in mind and actually purchase that brand.

The remaining 66.9% of supermarket tea sales break down into three categories: 13.6% plan to buy tea but have no specific brand in mind; 2.8% plan upon entering the store to buy a specific brand but switch to another brand once inside; and a surprising 50.5% not do not plan to purchase tea when they enter the store, but do buy it once inside.

In making the survey, 5,338 shoppers in 250 representative supermarkets in 35 cities throughout the United States were interviewed through the questionnaire method. Shopping days checked were Monday through Saturday, including evenings. Ages and occupations of shoppers closely parallel those of the total U. S. population.

The survey showed incidentally, that the shopper averaged only 17.9 minutes in the store and purchased an average of 12.7 items.

The large percentage of tea purchases made on impulse—50.5% points up some key questions for brand people.

Is a basic reappraisal of advertising and point-of-purchase promotion in order? Or even a reappraisal of tea packaging, where it has not been done for a long time? Is a new look needed at brand—and product—location in the store—the amount of shelf space, and its position?

Tea is usually next to coffee on food store shelves. Coffee has a smaller impulse factor than tea—only 30.5% for regular, 40.3% for instant. How does this relationship affect tea sales?

A look across the aisle may help, too. Is tea facing products which have low impulse percentages, such as milk or

butter (25.4% and 37.2% respectively)? Or, is it facing products which also have high impulse factors, such as cookies (68.9%) or cocoa and hot chocolate (62.9%)?

Moreover, where is tea in the store's traffic flow? Is it on a shelf near the front of the store, at the beginning of the traffic pattern, or is it at the end of the flow, where it might be spotted on the way out? And which is better?

Answers to some of these questions might light up new areas of information on tea sales. But they might also reveal patterns difficult for tea people to change, even if they wanted to. Store positions of products are part of an overall picture, with tea just one of many items, and no change possible unless several items are moved.

More amenable to tea initiative, from the viewpoint of a packer, is the position of the brand on the shelves. Is it on top, or down below, where shoppers have to bend and hunt?

Tea, a high-profit, high-volume, small-bulk item, lends itself to large dollar returns per shelf foot. For example, as a tea sales executive pointed out recently, tea has 243% more gross volume, per square foot of floor space, than beer and wine, and 116% more gross profit. It has 31% more gross volume than a staple like canned vegetables, and 5% more profit. As far as soft drinks are concerned, tea yields 50% more gross volume and 24% more profit.

Is tea given shelf space in proportion to its dollar volume and/or profit percentage?

Tea not only repays handsomely investment in shelf space. It is a "go-with" item. It takes along other products, such as sugar, lemons, cookies, cake, tuna fish, etc.

One question this factor points up is that of related floor position. Is tea near those other products?

More to the point, probably, is the tie-in potential—in-store promotions of tea and one or more of the "go-with" products. Such promotions can undoubtedly be powerful

(Continued on page 50)



Impulse purchases loom large in tea sales by food stores, as in this Stamford, Conn., outlet of Gristede Bros., Inc. What factors make those impulses crystallize? Answers can be vital.



# the and take

**PROOF!** of the extra  
from Stretching



"There's more profit per serving in Iced Tea than any other beverage we sell. Iced Tea, served and promoted the year round, is producing extra profits for our operation."

Sylvester W. Becker  
John R. Thompson Co.  
Washington, D. C.



"People drink iced beverages all year so we figured we could profit by serving and promoting Iced Tea the year round. The public has proved us 100 per cent correct. We figure that serving Iced Tea 12 months a year means an extra \$10 a day."

Henry P. Jensen, Owner  
Ole's Waffle Shop  
Oakland, California.





# RETCH

## ICED TEA SEASON

### an easy, extra profit

**profits to be made  
the Iced Tea season**



"We have found that in the winter, too, our customers enjoy, and often demand, Iced Tea with their meals. We've been serving Iced Tea 12 months a year four years now. This has given us beverage profits we formerly overlooked."

Veronica Morrissey  
L. S. Ayres & Company  
Indianapolis, Indiana.



"With profit margin squeezed between prices and increased cost, the extra profits we've made from serving Iced Tea all year is very important. We started this four years ago, and have had good customer response since the beginning."

L. Eugene Johnson  
Blue Boar Cafeteria Co.  
Louisville, Kentucky.

Hundreds of successful restaurant operators (like the four quoted here) have already destroyed the myth that Iced Tea is strictly for the summer months. In their experience lies the biggest and most beneficial idea you can offer your restaurant customers.

It's an easy idea to put across, too, because it makes so much sense. Restaurant customers eat ice cream, drink iced water, and put away a lot of other iced drinks, soft and otherwise, all year round. They'll drink Iced Tea, too, if restaurateurs make it available.

So why let the Iced Tea season die in September? Make it a point to suggest to your customers the extra-profit possibilities in an extended Iced Tea season. It's the most profitable beverage a restaurant can serve. If they just keep on making and promoting it when summer's over, restaurants can serve plenty of Iced Tea the year round.

Make "Stretch the Iced Tea season" the big idea on your next restaurant call.

## tea council

of the U. S. A., Inc.

500 Fifth Avenue • New York 36, N. Y.



# iced tea becomes hot year 'round seller

Now's the time to take steps to stretch the iced tea season.

Here are the facts your salesmen can use with restaurant accounts . . .

*Why an article now, in the middle of the summer season, on iced tea all year 'round?*

*Because now is the time for the packer to take the first steps to "stretch" his iced tea season into the coming fall.*

*Now is the time for him to prepare his salesmen, so they can get the facts to their restaurant customers. And in this article are the most vital of those facts . . .*

Last winter, an expert in the beverage industry travelling through one of the major cities in the Rocky Mountain area, met a client for lunch in the city's biggest profit restaurant. A wild blizzard was raging outside. When the two men ordered their lunch, the beverage specialist was surprised to hear his companion ask for iced tea.

The waiter, however, didn't share this surprise. The beverage was served, without fuss or delay. Glancing around, the beverage specialist noticed quite a few glasses of iced tea standing on tables in the large dining room.

When lunch was over, the expert could hardly contain his curiosity. "How long has this been going on?" he asked the manager.

The answer he received is one that is being duplicated in reports from restaurants throughout the country—not only in the southern states, of course, but those in the cold north-east, north central and western sections.

Iced tea, he was told, is popular with customers no matter what the weather. Even when it is freezing outside, the consumer has a warm spot in his heart for the beverage. The restaurateur encouraged this preference by preparing the iced tea in bulk. Then he let his customers know that he had it available by announcing iced tea right on the menu.

Consider also the experience of Richard Woolf, mid-Indiana supervisor for Factory Stores, a national food service management organization. Early in December a few years ago, Mr. Woolf learned that one of his Bridgeport Brass Co. canteens had received several requests for iced tea. Mr. Woolf responded by putting the beverage on display.

"Why not?" he asks. "People drink iced beverages every day of the year. We give away ice water every day." Mr. Woolf wanted to find out if he could sell iced tea in December.

During the last full week before Christmas, temperatures in the Indianapolis area ranged from 35° to 2° below zero. Despite the cold snap, the canteen sold 120 gallons of iced tea.

As the new year started, Mr. Woolf was able to report that nearly 23% of the 15,000 workers in the metal working plant served by this canteen were drinking iced tea each day.

George H. Westermeyer, Jr., manager of the Slater

System Cafeteria of the Bendix Radio Corp. in Towson, Md., has a similar success story to report. "We've been serving iced tea right through the winter for several years now; and believe me, it's wonderful business when you can sell several thousand glasses of iced tea every week of every wintertime month!"

In fact, Mr. Westermeyer estimates that his wintertime sale of iced tea is *only 20%* less than his "heavy peak summer sales."

From Norfolk, Va., where the temperatures slide down to below freezing during the winter months, another restaurant operator told the same story. "Serving and promoting iced tea all year 'round is not a new idea with our company," reports Linwood Burroughs, of Burroughs Restaurant. "We've been doing it for five years. Even in the coldest weather, we've found that people will drink a lot of iced tea."

What is behind these success stories?

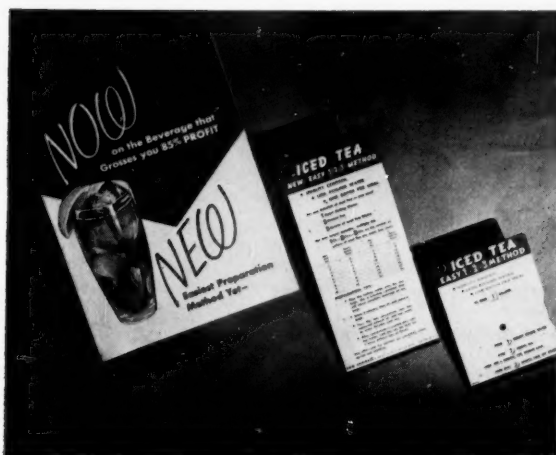
First of all, there is the fact that none of these operators have been tied down by the supposition that iced tea is strictly a summer item. During the hot weather, the iced tea dispenser is as busy as a fire hydrant during a dry spell. Yet the minutes he tears August off his calendar, many a restaurant manager turns off the spigot and shuts down his supply of iced tea. In so doing, he is also shutting off a fine source of profit.



Keep the iced dispensers in sight in the fall, too! Stainless steel unit (above) distributed by Sieling Urn Bag Co.



Sieling's iced tea olla.



The Tea Council's "1-2-3" iced tea ammunition can be just as helpful to restaurant accounts in the fall as in the summer. Shown here are the salesman's brochure, the recipe card and the dial.

Iced tea, in season, is America's most popular mealtime beverage. It costs the restaurateur only 1½¢ to buy and prepare all the fixings required for a fine glass of the beverage. Assuming that he sells the finished product for 10¢ a glass, he is making something like an 85% gross profit on one food item.

Operators who have made a success of selling iced tea during the so-called off season have come to this obvious conclusion. A food item that makes an 85% profit in June can make the same high profit in December.

True, the restaurateur may not make that profit as many times over as he does during the peak season. So what? A profit exists, and he makes it on each and every glass he sells.

What is more, the profit he makes during the winter months is just so much unanticipated gravy. Linwood Burroughs estimates that "serving and promoting iced tea has made it possible for us to show a profit of at least 4% to 6% more on beverages than we normally would make during the winter season."

L. Eugene Johnson, of the Blue Boar Cafeteria Co. in Louisville, Ky., also reports a welcome extra slice of profit. "With profit margins squeezed between prices and increased costs," he says, "the 'extra added' beverage profits we have been making from serving iced tea all year 'round are very important to our operation."

The Blue Boar started making iced tea available every month several years ago. "Frankly," says Mr. Johnson, "we were surprised at the good consumer response we got from the very beginning. Now we're 'picking up' the extra profits we had formerly overlooked."

What does the successful operator do to pick up these dividend profits? First of all, he makes iced tea available. He prepares it in bulk and he lets his customers see that he has it. Visibility is a factor that Mr. Westermeyer, Jr., of the Slater System Cafeteria, thinks may be largely responsible for the fine consumer reaction he has had. "We always display it prominently—which is very important," he says.

There is nothing that can encourage a thirsty customer to buy a glass of a beverage more than to see it standing there, cool and inviting, right in front of him.

The shrewd restaurant operator promotes iced tea in-

telligently and often. He knows that iced tea promotion and display material does not have to be discarded, along with last summer's bathing suit, as soon as the summer is over. He can use the excellent material supplied by his tea packer just as effectively during the cold weather as he did during July and August.

What is even more convenient is that he can set a deadline on a particular promotion without worrying about the limitations of the calendar. If he wants to end a sales boosting job in September or on Thanksgiving Day (to mention a couple of dates arbitrarily), the choice is his own to make.

Offering iced tea in eating-out establishments year 'round is rapidly becoming a national habit. The tea packer and his representatives can boost it so that it becomes a national tradition.

Here are some positive things the tea salesman can do. Primarily, he can show the restaurateur that he doesn't have to be bound by the calendar. Actually, the calendar offers boundless opportunities, 365 days a year, for the food establishment operator to cash in on the American consumer's strong preference for iced tea.

Suppose the restaurateur hesitates because he feels that demand will be so little that he will waste a good portion of his prepared tea. This would be a good time to remind him about the 1-2-3 method of preparing iced tea. With this system, the restaurateur can prepare as little as one gallon. He doesn't have to boil up huge quantities of water nor does he have to use valuable kitchen space for storing pots of iced tea.

He simply pours 1 quart of boiling water over 2 ounces of tea. When the brew has steeped for six minutes, he puts the tea concentrate into 3 quarts of cold tap water.

Brochures and illustrative material describing the 1-2-3 method are available from the Tea Council at all times.

So far the tea salesman has shown his client how to make iced tea available throughout the year and still cut the possibility of waste down to the barest minimum.

Now he helps the customer cash in on the iced tea. He should show the restaurateur how he can make iced tea visible to the consumer. Visibility, after all, sparks sales.

The tea salesman can offer his client the fine promotion and display material that spurred sales so well during the rush season.

This year, the Tea Council will also have a limited amount of effective promotion material that emphasizes the theme: "Stretch the Season."

The tea salesman can also suggest ways and means to promote iced tea throughout the year. Experience has shown that it is the consistent, and frequent, pushing of iced tea that gets the best results.

Many of the restaurateurs who reported spectacular success during the winter months can't quite pinpoint all the reasons why. But there are several factors that they agree contribute to the success.

The strongest factor is display and promotion. One Washington, D. C., operator says that while his year-'round tea drinkers "just took it for granted" that iced tea would be available to them during the cold days as well, new guests frequently "exclaimed with delight" when they discovered the beverage on the menu.

This seems to expose, where the pattern is otherwise,  
(Continued on page 50)

## Tea leaders visit Dexter mill in Connecticut, see tea bag paper made

On a bright Wednesday in June, many tea leaders from the Eastern part of the country varied their routine. Instead of going to their offices, they boarded a private tavern club car at Grand Central Station.

They were senior and junior directors of the Tea Association of the U.S.A., accompanied by members of the Tea Council and other executives of the industry.

Guests of Harry E. Gould, president of the Aldine Paper Co., Inc., they were headed for Windsor Locks, Conn., for a visit to the mill of C. H. Dexter & Sons, Inc., manufacturers of tea bag paper.

The private car left New York City as part of the New Haven Railroad's Ambassador to Montreal. The train made a special stop to drop the Aldine Paper car at Windsor Locks.

A luncheon was arranged for the group in a private dining room at Bradley Field, on the outskirts of Windsor Locks. The hosts were C. H. Dexter & Sons executives, including Dexter D. Coffin, Sr., Dexter D. Coffin, Jr., David Coffin and Fay Osborne.

The tea men found the tour of the mill fascinating. In small groups, each with one of the mill's technical men as a guide, they observed the manufacture of tea bag paper from raw material to finished product.

They were deeply impressed by the tremendous amount of research and know-how which goes into the manufacture of tea bag paper.

On the way back in the same railroad car, the tea men tried some barbershop quarteting, and by 125th Street they were going strong.

In addition to Mr. Gould, who was a pleasant and charming host, other Aldine Paper people who made the trip with the group were Walter T. Cusack and Thomas J. O'Rourke.

As an educational event, and socially, the day was rewarding, the tea people felt.

## Mayflower II carries tea chests

### in retracing historic voyage

Treasure chests of tea were carried aboard the Mayflower II on its adventurous voyage to the United States, retracing the historic trip which carried the Pilgrims to the new world more than three centuries ago.

George C. Cholwell & Co., Inc., New York City, announced they had been advised by their London correspondent, Alex Lawrie & Co., Ltd., of the shipment to them aboard the Mayflower II of a "treasure chest" of authentic 17th Century design containing fine teas.

Another "treasure chest", this one containing Boston Harbour Tea, was shipped on the Mayflower II by the London packers, Davison, Newman & Co., Ltd.

Davison, Newman says it was their tea which was dumped into Boston harbor at the famous tea party.

Boston Harbour Tea is distributed in the United States and Canada exclusively by Calvert, Vavasour & Co., Inc., New York City.

# HENRY P. THOMSON, INC.

## TEA IMPORTERS

89 Broad Street  
Boston, Mass.

120 Wall Street  
New York 5, N. Y.

605 Third Street  
San Francisco, Calif.

*Member: Tea Association of the U.S.A.*



## Tea Movement into the United States

(Figures in 1,000 pounds)

	March 1956	April 1956	May 1956	June 1956	July 1956	Aug. 1956	Sept. 1956	Oct. 1956	Nov. 1956	Dec. 1956	Year 1956	Jan. 1957	Feb. 1957	March 1957	April 1957	May 1957
<b>Black</b>																
Ceylon	5,036	4,954	3,270	3,331	3,530	4,635	3,354	3,880	1,535	2,433	42,871	3,102	2,755	4,351	4,290	6,220
India	3,937	4,264	2,572	1,989	1,566	1,751	1,546	2,988	1,738	2,572	31,719	3,909	2,333	2,208	2,927	3,139
Formosa	93	60	141	623	413	204	583	646	432	529	4,179	532	351	447	525	291
Africa	378	495	200	384	529	349	232	349	282	532	4,384	404	339	414	187	376
Indonesia	689	1,279	635	1,017	1,242	951	1,436	740	916	1,117	12,492	1,608	1,193	1,453	1,106	1,374
Japan	108	64	36	51	67	103	49	6	30	11	803	31	42	124	95	24
Misc.	167	50	248	91	75	126	118	94	99	197	1,589	258	169	314	627	421
<b>Green</b>																
Japan	116	60	82	82	298	978	251	482	248	38	2,924	79	21	15	139	9
Misc.	29	5	8	10	...	10	43	21	31	4	177	2	6	15	13	3
<b>Oolong</b>																
Formosa	21	6	15	16	13	33	55	37	36	39	306	28	32	21	29	...
Canton	1	2	1	1	2	5	4	16	17	9	65	2	3	3	1	6
Sent'd Cntr	2	7	7	6	3	3	3	9	3	10	63	5	4	7	7	3
<b>Mixed</b>	3	7	12	4	5	9	26	21	5	15	121	17			6	5
<b>TOTALS</b>	<b>10,580</b>	<b>11,253</b>	<b>7,227</b>	<b>7,605</b>	<b>7,743</b>	<b>9,157</b>	<b>7,700</b>	<b>9,289</b>	<b>5,372</b>	<b>7,506</b>	<b>101,692</b>	<b>9,977</b>	<b>7,248</b>	<b>9,372</b>	<b>9,952</b>	<b>11,871</b>

Figures cover teas examined and passed, do not include rejections. Based on reports from U. S. Tea Examiner.

### Tea Association names committees to study demonstrations, youth market, tea center

Committees to study three potentials for more tea consumption were named last month by the Tea Association directors.

Tea demonstrations, the youth market for tea and a possible tea center in New York City were the three subjects committees will look into.

The three were among ten projects developed by the association's Junior Board of Directors in "brainstorming" sessions, as potentials which might be worth study.

Appointment of the three committees follows a review of the ten projects at a joint weekend meeting of the association's senior and junior boards at Pocono Manor, Pa.

Each of the committees brings together representatives of the Tea Association's senior board, the Tea Council board, the association's junior board, the Tea Council staff and, in one instance where advertising problems are involved, the Tea Council's advertising agency, the Leo Burnett Co., Inc.

Chairman of the committee on tea demonstrations is Rob Compton, assisted by C. William Felton, Thomas E. Danne-miller and Oscar Gorenflo.

Heading up the committee on the youth market is Joseph Diziki, as chairman, working with H. W. (Chester) Chapman, Edward J. Vinnicombe, Jr., John Anderson, C. M. Dering and Herman Preston.

R. Donald Thomson is chairman of the committee on the tea center. Other members are Sam Winokur, Robert Morgan and Robert Gertenbach.

### Nominating committees for officers, directors named by Tea Association

The Tea Association has announced committees to nominate officers and directors to be elected for the coming year at the 1957 convention, September 16th-18th at The Greenbrier, White Sulphur Springs, W. Va.

JULY, 1957

The officers nominating committee consists of H. W. (Chester) Chapman, chairman, Robert B. Smallwood and Joseph Diziki.

On the committee to nominate directors are R. Donald Thomson, chairman, C. W. (Chester) Chapman, Herbert Wolfertz, Albert Guarino and A. W. Dimes.

Five directors will be elected at the coming convention.

### Carl Seeman, Jr., Angus McAdam, elected to Tea Association board

Two tea men—one from New York, the other from Boston—were named by the Tea Association's senior board to fill unexpired terms.

Carl Seeman, Jr., of Seeman Bros., Inc., New York City, packers of White Rose Tea, was elected to fill the vacancy left by the resignation of Hayes G. Shimp, Jr.

Angus W. McAdam, of the Boston tea brokerage company bearing his name, fills the term formerly held by Donald L. Peterson.

### Jerome Sherman joins Fred Rosen Associates

Jerome Sherman, formerly the assistant food and grocery news department editor of the New York Journal of Commerce, has joined Fred Rosen Associates, Inc., public relations consultants to the Tea Council of the U. S. A.

Mr. Sherman was associated with the Journal of Commerce for ten years, during which time he covered the food and allied industries, and authored a daily food merchandising column.

Mr. Sherman has contributed articles to various consumer and trade publications in this country and abroad.

He is a veteran of the United States Air Force.

### Sees good market for Formosa tea in Australia

There is a good market in Australia for Formosa's black tea, according to Nationalist China's Minister in Canberra, Chen Tai Nhu.

### Ocean freight rates on tea are updated

Ocean freight rates on tea from leading exporting countries have been brought up to date for the Tea Association's bulletin by the Trade Relations Committee, headed by Allan McKissock, Jr., of Standard Brands, Inc.

Rates on tea were compiled earlier this year (see: "Ocean freight rates on tea", March, 1957, Coffee & Tea Industries, Page 73) for the association's bulletin.

Changes since then, along with future changes now known, are in the new compilation:

From Calcutta: to U.S.A. East Coast, \$44.00 per 50 cubic feet; to U.S.A. West Coast, \$34.50 per 1,000 lbs. The basic freight rate remains the same as last report with the following exceptions: (a) the 15% Suez Canal surcharge on U.S. East Coast shipments was reduced to 10% effective on vessels sailing from Calcutta on and after May 17th, 1957; (b) on July 8th a 10% rate increase will go into effect.

From Ceylon: to U.S.A. East Coast, \$38.75 per 40 cubic feet; to U.S.A. West Coast, \$34.50 per 40 cubic feet. The 15% Suez Canal surcharge on U.S.A. East Coast shipments was reduced to 10% effective on vessels sailing from Colombo on and after May 17th, 1957.

From Japan: to U.S.A. East Coast, \$30.50 per 40 cubic feet or 2,000 lbs.; to U.S.A. West Coast, \$20.00 per 40 cubic feet or 2,000 lbs.

From Formosa: to U.S.A. East Coast, \$39.25 per 40 cubic feet; to U.S.A. West Coast, \$33.25 per 40 cubic feet. Formosan rates are subject to a 6.8% surcharge.

From Holland: to U.S.A. East Coast, \$23.75 per 1,000 kilos; to U.S.A. West Coast, \$22.00 per 1,000 kilos or

per cubic meter. Rate valid to June 30th, 1957.

From Africa: to U.S.A. East Coast, \$40.25 per 40 cubic feet or 2240 lbs.; to U.S.A. West Coast, \$48.00 per 40 cubic feet or 2240 lbs.

From England: to U.S.A. East Coast, 240/-per 2240 lbs.; to U.S.A. West Coast, 165/-per 40 cubic feet or 2240 lbs.

### Queensville enters Barber Line Service

Barber Steamship Lines, Inc. announces the entry into the Barber Line Far East Service of the new ship Queensville.

The Queensville is a turbine-driven, open shelterdeck vessel built for the Far East trade, with cargo capacity 10,400 tons and bale cubic of 627,000 feet.

Passenger accommodations consist of four double staterooms and four single staterooms, all with private bathrooms. All accommodations, including dining room and smoking salon, are arranged in the bridge of the vessel and are equipped with airconditioning cabinets.

Propelling machinery consists of two geared turbines, giving the vessel a service speed of about 18 knots.

### Michio Akino named to head Japan Tea Exporters Association

Michio Akino, president of the Fuji Co., Ltd., has been elected head of the Japan Tea Exporters' Association Shizuoka, by the organization's new 15-man board of directors.

Named vice presidents were Tetsuzo Maeda, managing director of Daiichi Bussan Kaisha, Ltd., and Shinji Kiuchi, managing director of the Seiko Trading Co., Ltd.



It is

*Carefully Guarded Know-How*

that has made  
**Dexter** the largest  
supplier  
in the world  
of fine quality  
long fibered, porous papers  
for tea bags  
and coffee filters.



**SPECIALTY PAPERS**

C. H. Dexter & Sons, Inc.  
Windsor Locks, Connecticut

**Felton named president of Henry P. Thomson, Inc.;**

**new officers, directors elected at annual meeting**

C. William Felton, widely known in the tea industry in this country and abroad, was elected president of Henry P. Thomson, Inc., at the recent annual meeting of the board of directors and stockholders.

Henry P. Thomson was elected chairman of the board.

Three new directors were named—R. Donald Thomson, Carl F. Hull and Alexander J. Grille.

In addition to Henry P. Thomson as board chairman and Mr. Felton as president, the new board also elected the following officers:

Vice presidents, Harry B. Leussing and R. Donald Thomson; secretary, Frank E. Denison; treasurer, Kenneth E. Luetzow; assistant secretary, Mr. Grille; assistant treasurer, Mr. Hull.

**Cunard is host at shipboard party  
for New England Tea Trade Club**

The New England Tea Trade Club had a party on a ship last month.

The Boston and New York offices of the Cunard Steamship Co., Ltd., arranged for the party aboard the Matra, while it was docked at Pier No. 3, in East Boston.

Cocktails were served, followed by a buffet luncheon which included curry of chicken and curry of shrimp, for those who wanted something unusual in food. Then came an afternoon of sociability.

The Tea Trade Club presented teapots and decorated canisters of fine tea, as tokens of appreciation, to Cunarders

W. Y. Daly, Captain Thomas Fox Lloyd and Robert A. Law.

Gift packages containing an historic book on Boston were presented to J. M. Coles, first officer of the ship, and Albert Willson, chief engineer.

About 40 club members and guests were on hand for the shipboard party.

**Tea production in Communist China**

**reached 286,000,000 pounds in 1956**

Tea production in Communist China reached 286,000,000 lbs. in 1956, according to the latest bulletin of statistics issued by the International Tea Committee, London.

This figure is an advance estimate, ITC notes.

Figures released by China's State Statistical Bureau and the Ministries of Agriculture and Commerce indicate tea production as follows, ITC reports:

1949—91,000,000 lbs.; 1950—138,000,000; 1951—143,000,000; 1952—182,000,000; 1953—187,000,000; 1954—203,000,000; 1955—238,000,000.

Before the war, ITC says, no definite figures were obtainable for tea production in China. Estimates made by various sources in the early 1930's varied between 500,000,000 and 1,100,000,000 lbs., with apparently more reliable estimates indicating a figure of 600,000,000 lbs.

ITC says it has not been possible so far to determine the scope or reliability of the postwar figures.

The new bulletin of statistics issued by ITC, the first in two years, covers world tea areas, production, exports, imports, consumption, stocks and auction prices.

**TETLEY TEA  
is specially made  
for tea bags**

**Blenders  
of the World's  
Finest Teas for  
Over 100 Years**



**TETLEY TEA CO., Inc., New York**

MEMBER OF THE TEA ASSOCIATION OF THE UNITED STATES OF AMERICA

JOSEPH TETLEY & CO., Ltd. London

### Test new tea plantings in West Pakistan

The Pakistan Tea Board is encouraging a new plan for the experimental planting of tea in West Pakistan, the Chittagong hill tracts and northern districts of East Pakistan.

The Tea Board undertook earlier a scheme for experimental tea in West Pakistan but without very encouraging results.

The new plan is understood to be making satisfactory progress.

### Pakistan sets tea export goal

Pakistan will export 30,000,000 lbs. of tea from April 1st, 1957 to March 31st, 1958.

This export target was fixed after consultation with the Pakistan Tea Licensing Committee, it was reported.

### iced tea year 'round

(Continued from page 45)

a kind of vicious circle. The restaurateur moves the iced tea dispenser off the counter as soon as fall comes around. He assumes that the customer just doesn't want iced tea at that time of the year.

On the other hand, the customer doesn't order iced tea during cold weather days because *he* assumes (not seeing any reminders to the contrary) that the beverage just isn't available.

So the circle can go 'round and 'round, until the tea salesman convinces his restaurant client to take the first positive

steps to break it.

Once he does, and the iced tea season is "stretched," profits for both restaurateur and tea salesman are "stretched" as well.

### the impulse factor in tea sales

(Continued from page 41)

elements in shaping impulse decisions on tea, where such decisions might otherwise never crystallize.

Is tea given maximum "impulse-buying" support in the store in other ways?

How do special tea promotions rate on visibility in the store?

Can store cards, window displays and shelf strips be increased in number, in eye-impact?

How about the package, on which the store impulse must focus?

Is the word "TEA" clear and in a prominent position? If 50.5% of all shoppers buy tea on impulse, then shouldn't the package be designed for maximum impulse appeal?

Does the package reflect industrywide recognition symbols, such as the "Take Tea and See" teapot in the hot tea promotions?

Does the package take advantage of the season? Should it, possibly, show a picture of iced tea for summer selling—hot tea for the winter?

Even more basic questions might be in order.

If the impulse factor looms so large for tea, should *all* advertising, merchandising and promotion be coordinated to put more leverage into this decisive element?

(Continued on page 67)

## IRWIN-HARRISONS-WHITNEY INC. TEA IMPORTERS

NEW YORK • PHILADELPHIA • BOSTON • CHICAGO • SAN FRANCISCO • SHIZUOKA (JAPAN)  
CALCUTTA • COCHIN (INDIA) • COLOMBO (CEYLON) • DJAKARTA (JAVA) • LONDON (ENGLAND)  
MEDAN (SUMATRA) • TAIPEH (FORMOSA)

## HALL & LOUDON

ESTABLISHED 1898

### TEA BROKERS

We offer a comprehensive Tea Brokerage  
service based on experience of many years.

91 WALL ST.

NEW YORK CITY 5



## Huge "Sandwich Time" promotion offers tie-ins on iced tea, iced coffee

What sells coffee? What sells tea. What sells extracts, spices and flavorings?

Just as a woman trying a new recipe buys the ingredients necessary for making the product, so does a meal or menu plan sell the products involved in a breakfast, luncheon, dinner or snack.

Application of this basically simple idea has proved phenomenally successful in "August is Sandwich Time"—National Sandwich Month, according to the Wheat Flour Institute, Chicago.

Sandwich meals emerge as the national favorite—with 90,000,000 eaten every day the year around and consumption at a peak in August, according to the Institute. Almost 300 participant-sponsors in the annual sandwich meal promotion, including some of the biggest names in food, return year after year because the "whole-meal" method of product promotion sells their brands of food.

The sandwich meal concept represents new ideas for the use of thousands of different kinds of food products. It helps sell cheese, dressings, spreads and preserves for Kraft. And it helps sell mayonnaise for Best Foods; soup for Campbell; milk for Sealtest; Borden's and National Dairies; canned, smoked, sliced and fresh meats for Armour, Swift, Hormel, Wilson and many other packers.

National Sandwich Month sells coffee for Continental; tea for Lipton's; coffee and tea for Standard Brands.

Lipton told the coordinating agents for National Sandwich Month, the Wheat Flour Institute, that the promotion "has been of considerable assistance in the sale of our tea and soup."

The Continental Coffee Co., from Chicago, and Standard Brands nationally have distributed entry blanks for a Sandwich Idea Contest which annually draws new recipes from restaurants and plays them back to all of America in the "20 Best Sandwiches of the Year."

Half of the new 1957 posters of "prize-winning" sandwich meals show coffee or tea. These 21" x 28" posters in full color are hung in supermarkets, restaurants and stores across the nation as the campaign blossoms out in August.

Here is the way it works:

Individual participant-sponsors each choose his own way of fitting his brand-name products into the context of a sandwich meal. He advertises, merchandises and promotes—using national magazines, newspapers, radio, television and point-of-sale materials. The result is a multi-million dollar campaign in behalf of sandwich meals. Individual companies and industries use the combined strength of the total drive as a base to exploit Sandwich Month for their own products.

Supplementing what may well be the single biggest advertising campaign on record comes a flood of publicity—in magazines, newspaper food pages, on radio and television. Food editors make the most of it because the sandwich meal offers endless opportunity to discuss new foods and combinations in the nation's most popular meal.

The National Sandwich Idea Contest—sponsored in part by Standard Brands and the National Restaurant Association—alone produces a huge volume of editorial comment.

In the grocery trades last year, August—Sandwich Time became the storewide, all-foods merchandising theme for an authenticated record number of 17,615 retail outlets—supermarket, chain and independent. This figure is based on the sale of Sandwich Time merchandising materials or the use of advertising in newspapers, and does not include the thousands of additional stores which obtained materials from participant-sponsors or used other media.

Among the outstanding chains participating were A & P, Safeway, Kroger, Grand Union, Colonial, Jewel, First National, IGA, Big Bear, American Stores, Red Owl, National Tea and many others.

The August campaign provides a merchandising-advertising vehicle for the store-wide promotion of complete sandwich meals with fresh, frozen, canned, pre-cooked and prepared food products—and beverages.

Food manufacturers, wholesalers and retailers join with big-name advertisers. The campaign provides merchandising leverage to reverse the normal August slump in food sales and advertising in all but outdoor media. Participating stores, chain and food processors reported actual increases of 25% or more in sales and corresponding profit through the August merchandising tie-in, the Wheat Flour Institute says.

The "20 Best Sandwiches of 1957" were selected at Denver University under the direction of Mr. Matthew Bernatky, director, School of Hotel and Restaurant Management. These top sandwiches, chosen on the basis of practicality, flavor, originality and appearance, were presented to the industry at the recent National Restaurant Show in Chicago.

Final judging to name the top three prize winners among the 20 was the assignment of a distinguished panel of food experts, editors and writers. These included J. J. White of the Hotel New Yorker; Myrna Johnston, food editor, Better Homes and Gardens; Marilyn Kaytor, food editor, Look magazine; Dorothy Marsh, food editor, Good Housekeeping; Marion McCarroll, women's editor, King Features newspaper syndicate; Willard J. Slagle, Slagle's Inc. Boston; and Grace White, food editor, Family Circle.

National magazine circulation of sandwich features totaled 51,500,000 for last August's campaign. Newspaper clippings—on the sandwich contest alone—went over 8,000 column inches. Radio and television also hit a high in Sandwich Time programming.



Iced tea or coffee ties in with "August Is Sandwich Time" promotion, as this poster shows.

# ZIMCO

*THE BEST BASIS TO BUILD BETTER FLAVOR*

There's an unvarying excellence and a dependable uniformity that makes it best for the taste you want. Produced by a unique patented process, Zimco is the *Original* Pure Lignin Vanillin. Its fine flavor and aroma are the result of continuous research and development.



# VANILLIN

CONSULT  
YOUR  
FLAVOR  
SUPPLIER

*Sterwin Chemicals Inc.*

SUBSIDIARY OF STERLING DRUG INC.

1450 BROADWAY, NEW YORK 18, N.Y.  
2020 Greenwood Avenue, Evanston, ILL.

BRANCH OFFICES: Atlanta • Buffalo • Dallas • Evanston (Ill.) • Kansas City (Mo.) •  
Los Angeles • Minneapolis • Portland (Ore.) • St. Louis

WAREHOUSES IN PRINCIPAL CITIES



WORLD'S LARGEST SUPPLIERS OF VANILLIN

# THE FLAVOR FIELD

Section of Coffee and Tea Industries, formerly The Spice Mill

## big strides in vanilla research reported to FEMA convention

The flavor industry has taken long strides toward the day when adulterated vanilla will be readily detected and outlawed from the market.

This progress was reported to the 48th annual convention of the Flavoring Extract Manufacturers' Association, held at the Roosevelt Hotel, New York City. But the research is not yet complete, spokesmen emphasized.

About 200 flavor men and members of allied fields were on hand for the sessions, which heard reports on many phases of flavor research, promotion and raw material markets.

Myron J. Hess, S. Twitchell Co., Camden, N. J., was elected president for the coming year, succeeding Don C. Jenks, Foote & Jenks Co., Jackson, Michigan.

Other officers named were E. N. Heinz, Jr., Food Materials Corp., Chicago, first vice president; C. P. McCormick, Jr., McCormick & Co., Baltimore, Md., second vice president; S. M. Kleinschmidt, Liquid Carbonic Corp., Chicago, third vice president; W. G. Grant, National NuGrape Co., Atlanta, secretary; Lloyd E. Smith, Virginia Dare Extract Co., Inc., Brooklyn, N. Y., treasurer.

Also elected to the board of governors were Mr. Jenks; Dr. Arthur S. Wendt, Fred Fear & Co., Brooklyn,

N. Y.; Hunt P. Wilson, Warner-Jenkinson Manufacturing Co., St. Louis; Miller Winston, Blanke-Baer Extract & Preserving Co., St. Louis; Robert Krone, Fritzsche Brothers, Inc., New York City; Francis C. Oakley, Baker Extract Co., Springfield, Mass.

Ray C. Schlotterer, secretary of the Vanilla Bean Association of America, Inc., told the gathering that in his opinion low prices for natural raw material are a thing of the past.

"Inflationary pressures are evident internationally, as they are in this market," he said. "Further world conditions are changing."

Yearly consumption of vanilla beans today averages about 1,200,000 to 1,300,000 pounds, Mr. Schlotterer reported. He said in 1954 and 1955 total imports fell below these figures, but carryover from previous crops accounted for the balance. Production is tending to bring consumption into line, he pointed out, and there is now less carryover from year to year.

In view of the balance between imports and consumption, most observers see very little change in price movements for the immediate future, Mr. Schlotterer said.

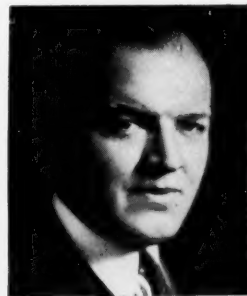
"The existing supply must take care of world requirements until February-March, 1958, when the new crop will be



Krone  
Convention chairman



Dr. Wendt  
Scientific research



Schlotterer  
Vanilla market



Janovsky  
Food additives

# GILLESPIE & CO. of New York, Inc.

96 Wall St.

New York 5, N. Y.

IMPORTERS

DEALERS

COFFEE

COCOA

VANILLABEANS

SPICES

ESSENTIAL OILS



LOOK TO McCORMICK

FOR

# Quality

McCormick quality is no accident. It comes from world-wide experience with spices, extracts, seasonings and tea; from careful selection by experts, and advanced methods of processing to preserve the naturally fine flavors. Uniformity, purity, full flavor have characterized McCormick products for many years—known as the finest from coast to coast. When you ask for McCormick you are assured of the best . . . from the world's largest spice house.

**McCORMICK . . . The House of Flavor**

available, and according to present reports this does not seem excessive," he added. "However all will speculate on the new crop several months before its availability, and hence some believe that what happened to the market in 1956-57 might well be repeated in 1957-58."

Publicity for pure vanilla extract reached at least one billion readers during the past year, Bernard L. Lewis, of the public relations corporation bearing his name, reported to the convention.

Using slides, Mr. Lewis showed some of the pure vanilla stories which had appeared in daily newspapers, weeklies and magazines across the country, and had been broadcast on radio and television.

He told about progress in getting editors all over the country to understand the difference between pure vanilla extract and imitation and to see the need to use the word "pure" with vanilla extracts in recipes and copy.

### President's report

In his report as president, Mr. Jenks reviewed the work of the board of governors during the past year and activities of the standing committees.

He said the present federal tax structure places undue burdens on small business, and called on flavor men to help promote "fair and equitable" principles of taxation.

New peaks for employment and personal incomes will be reached during 1957, Ralph E. Burgess, chief economist for the American Cyanamid Co., told the convention. Mr. Burgess is also consultant to the Joint Economic Committee of Congress and is an economist for the National Association of Manufacturers.

John S. Hall, FEMA attorney and executive secretary, said some 1,460 bills vitally affecting members of the flavoring products industry had been introduced in Congress and in state legislatures. He reviewed legal decisions affecting flavor products, and discussed proposed federal food additive bills.

Chester A. Smeltzer presented to FEMA a full set of vanilla bean stamps issued by Madagascar at his suggestion.

Mr. Smeltzer introduced Pierre Massin, of the French Embassy, who was instrumental in having the Madagascar vanilla stamp issued.

The final goal of FEMA's Scientific Research Committee is to establish new standards for vanilla that will outlaw spurious or adulterated products, without excluding legitimate merchandise, Dr. Arthur S. Wendt, committee chairman, told the convention.

### Three new methods

"The immediate objective is to devise new analytical methods capable of detecting adulteration—and difficult to evade by the addition of foreign or synthetic adjuvants," Dr. Wendt said.

Flavor men can look back with satisfaction on the research achievements, he commented. Three new methods have been developed to detect adulteration of vanilla:

1. The infra-red spectra curves of methanol-soluble and tetra-hydro-furan soluble fractions of the resins of pure vanilla.

2. The amino acid pattern.

3. The organic acid pattern.

"More work is necessary to insure the safety of legitimate merchandise from being unfairly stigmatized," Dr. Wendt added. "Before we arrive at the point of setting



new standards, a considerable amount of checking and cross-checking new methods is necessary. But I believe we can safely state at this time that it would be extremely difficult, if not impossible, to fabricate a spurious vanilla that will match our new criteria, however successful it may be in meeting our present standards of resin and lead number."

Dr. George L. McNew, managing director of the Boyce Thompson Institute for Plant Research, Inc., said he was satisfied with the progress of the vanilla research program.

He explained that the first thing they had to do was to take the qualitative data they had on the various samples and put it on a quantitative basis, so that they could measure concentrations. The second thing was to simplify and perfect analytical procedures so they would be readily usable by analysts in a wide assortment of laboratories and under different conditions. Third, they had to see that these methods were applicable to many grades of vanilla extract. In other words, they had to learn the quantitative relationships of a wide assortment of authentic extracts before they could lay down any boundaries within which a true vanilla extract would fall.

Dr. H. P. Burchfield, of Boyce Thompson, said it is possible to present an optimistic picture of the project.

"Tentative methods are now ready for distribution which make it possible to detect sophistication in some commercial samples, and at least point to the use of sub-standard amounts of beans in others", he declared. "Continued research on the organic and amino acids as well as on the phenolic and other fractions of vanilla extract should ultimately result in standards of identity that will make it cheaper to prepare authentic extracts than resort to sophistication."

#### Q and A

Dr. Burchfield and Dr. E. A. Prill conducted a question and answer period on Boyce Thompson's vanilla research.

A report on "Separation of Organic Acids in Vanilla Extracts", prepared by Ray Way, of the Crescent Manufacturing Co., was read by Dr. Robert Hall.

The report showed that true vanilla extracts will, under their laboratory technique, exhibit a typical organic acid pattern. Some of the current tenfold vanilla extracts are made by using the artifice of alkaline menstruum extraction, the technique showed. The method also readily detects extract of St. Johns Bread as well as extract of prune juice. In addition, the technique differentiates between Tahiti, Mexican and Bourbon extracts.

A change in the solvent systems used for extraction does not materially change the organic acid pattern, the report pointed out.

Further work on the technique is necessary before it can be considered complete, Mr. Way cautioned.

Harold L. Janovsky put before the convention the report of FEMA's Food Additive Committee. He also reviewed the sixth annual meeting of the Industry Liaison Panel of the Food Protection Committee of the National Academy of Sciences, Washington, D. C.

Mr. Janovsky said the FEMA committee had conducted a survey among the association's membership of the end-use of color in flavorings. The results were turned over to the Certified Color Industry Committee, which is negotiating with the Food and Drug Administration

## A complementary additive to vanilla flavors...

**GIVAUDAN'S**

**CR<sup>#</sup>8**

**NEVER**

**BAKES OUT!**



Baked products faithfully retain their vanilla odor, taste and flavor strength when Givaudan's C. R. #8 is used as a fixative. Its resistance to high as well as low temperatures has been *proved in actual use* by the baking, candy and ice-cream industries. C. R. #8 is soluble in alcohol and propylene glycol. C. R. #12—a variation of C. R. #8—is also soluble in vegetable oil. Both are coumarin-free.

C. R. #8 is only one of Givaudan's *proved-in-use* products. You can rely on Givaudan for custom-made or standard flavors that *always* meet your requirements. Samples and literature on request.

*Givaudan Flavors*  
Inc.

330 West 42nd Street, New York 36, N. Y.

for the establishment of tolerances regarding the use of certified color in articles of food.

Flavor compositions in the current food additive picture were summarized by Dr. Bernard L. Oser, director of Food Research Laboratories, Inc.

The chemical additive bills now pending in Congress shifts the burden of proving toxicity to industry, rather than government, Mr. Oser said. Fees for toxicity studies can exceed by many times the total annual sales of a given product by one company—or, in some cases, by all producers, he warned. As one solution to this dilemma, he suggested that all companies interested in a single compound sponsor its investigation on a co-operative basis.

Dr. Robert A. Osborn, of the Division of Food of the Food and Drug Administration, discussed the establishment of definitions and standards for food under the Food and Drug Act. He traced the early development of food standards in this country, with particular reference to flavors.

Facts on food colors were presented by Arthur T. Schramm, manager of the certified colors, National Aniline Division, Allied Chemical and Dye Corp.

The Chemists' Breakfast, now an established feature of the flavor conventions, was held the final morning.

Social events at the convention began with the Suppliers Hospitality Party Sunday afternoon, May 19th.

The annual golf tournament was held Monday afternoon at the Baltusrol Country Club, Springfield, N. J. Gene D. Kielhofer came out the winner, and his name will be inserted on the President's Cup. Mrs. Linda Jens topped the women's division.

Monday evening FEMA members and guests sampled New York City night life at the Latin Quarter.

The next evening the President's Reception was followed by the annual banquet. At the banquet, Fritz J. Lueders, chairman of the golf committee, presented prizes to the tournament winners.

Chairing the arrangements for the convention was Robert Krone, assisted by Jack Mulligan on entertainment, Dr. Wendt on program, Mr. Lueders on golf and William X. Clark on registration.

#### **Fur shop serves tea**

Harry Jay Treu, New York City custom fur shop, makes its customers feel at home.

Tea is served while furs are shown.



#### **let's "think one play ahead"**

(Continued from page 38)

It has there been a more crying need for vision and responsible leadership, if the free world is to continue to share its prosperity with populations of the producing as well as the consuming countries. But just as the leaders of nations have a grave responsibility to their people in times of diplomatic or military crisis, so are these same leaders, together with their counterparts in industry, responsible in calmer days to the people they serve for wise and prudent stewardship of their nations' resources and the conduct of international trade.

Coffee is the most valuable import into the United States. It is, likewise, the most valuable export of the producing nations. The U. S. industry, just as much as the growers, is dedicated to the goal of keeping coffee in both these top-most positions in international trade. But I submit that to attain this goal we must start now to plan for the future.

Like the alert sports manager, we must think "a play ahead." How? By anticipating changes in coffee production, coffee consumption, and the shifting trends of the coffee market.

We must start now to invest more promotional dollars in the future of the coffee industry. We must seize upon the propitious time to take a new look at our industry, to keep it to the tempo of an accelerated market. And the propitious time is NOW!

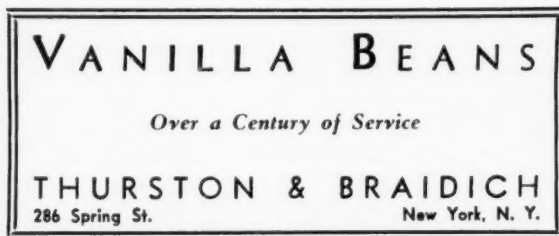
Time is running out unless we desire to risk our future. Let us not forget that the limits for the sales expansion of the industry will be determined by the leaders of the industry. And further, let us not forget that there is no lack of goodwill and understanding on either the side of the producers or the part of their customers and friends in this country who make up the largest market for coffee. There is, however, a seeming reluctance to accept coffee farming as a business—as a business with sales problems. And sales problems can best be solved by more sales. Let's not forget that the problem is not overproduction but underproduction, and that more promotion to sell "One More Cup" will do most to solve the problem.

#### **Policy on Japanese tea**

The Japanese Ministry of International Trade and Industry last fall announced a policy that provides a blending ratio of 77% imported tea with 23% indigenous for the black tea to be sold within Japan in 1957.

Domestic consumption levels are not expected to change much in 1957, compared to 1956.

Carryover stocks on December 31st, 1957, will probably not change substantially from the December 31st, 1956, position.





These are the men elected by the 1957 convention to head ASTA for the coming year. Sitting (from left), President T. Bernard Jones, R. T. French Co., Rochester, N. Y.; Harold F. Gavigan, B. C. Ireland, Inc., San Francisco; Gerrit Leonard, C. M. van Sillevoldt, Inc., New York City; Charles F. Mayer, H. J. Mayer & Sons Co., Inc., Chicago; Howard C. Wolf, McCormick & Co., Inc., Baltimore. Standing: ASTA Vice President W. L. MacMillan, Woolson Spice Co., Toledo, Ohio; Frank G. Mabbs, Otto Gerda Co., New York City; Stewart P. Wands, ASTA executive secretary; ASTA Treasurer Albert E.



Keogler, Albert Ehlers Co., Inc., Brooklyn, N. Y.; Robert J. Shearman, Polak Trading Co., Division of George Uhe Co., Inc., New York City; Samuel Kaltman, Mutual Spice Co., North Bergen, N. J.; Morris Rosoff, ASTA attorney. In the picture at the right, T. Bernard Jones shows his industry's goal for spice consumption to Jesus Cano, paprika exporter of Murcia, Spain; M. Gopala Menon, Consul General for India in New York City; F. Carlyle Noel, director of the Grenada Cooperative Nutmeg Association, Grenada, B. W. I.

## ASTA broadens membership

### Shawnee convention approves new, more stable basis

#### for revenue to finance research, publicity programs

A new, more stable basis for its revenue program was approved by the American Spice Trade Association at its 51st annual convention, held at the Shawnee Inn, Shawnee-on-Delaware, Pa.

The spice men also broadened ASTA's membership requirements to include producers and processors of non-spice seasoning products.

The convention drew more than 200 ASTA members and guests, and their wives, to pleasant Shawnee-on-Delaware—especially pleasant on these clear, bright days and cool nights.

T. Bernard Jones, of the R. T. French Co., was reelected ASTA president for a second one-year term.

Also reelected were William L. MacMillan, of the Woolson Spice Co., as vice president, and Albert E. Keogler, of Albert Ehlers, Inc., as treasurer.

Stewart P. Wands, who was given a standing ovation at the convention's wind-up banquet, continues as executive secretary.

Elected to the board of directors to serve two year terms were Charles F. Mayer, H. J. Mayer & Sons Co., Inc., and Howard C. Wolf, McCormick & Co., Inc. Named to the board for a one year term was Frank G. Mabbs, The Otto Gerda Co.

Now on the board, serving out the second year of his

term, is Harold Gavigan, of B. C. Ireland, Inc.

Also on the board are the chairmen elected by the three ASTA sections: Importers and dealers, Gerrit Leonard, C. M. van Sillevoldt, Inc.; agents and brokers, Robert J. Shearman, Polak Trading Co. Division of George Uhe Co., Inc., reelected to the post; grinders and processors, Samuel Kaltman, Mutual Spice Co.

The 1957 meeting marked the arrival of ASTA's associate members at a new status in the organization. Monday evening they served as hosts to the full convention at an "Associate Night", the first in ASTA's history. They also formed an associate members executive committee to bring allied member support more effectively to ASTA activities. James B. Lennan, of Acme Carriers, Inc., was named chairman of this committee.

The shift in the association's revenue program came with approval of a change in the stamp tax from a value to a weight basis.

Funds from the assessment make possible ASTA's research and public relations programs.

For the coming year, starting August 1st, the stamp tax will be applied at the importer-dealer level at rates of 1/16¢, 1/8¢ and 1/4¢ per pound.

Black pepper and all seeds will be taxed 1/16¢; cassia, white pepper, paprika and capsicum (red peppers) 1/8¢;

## **It's Grove Park Inn for ASTA in 1958 — California in 1959!**

*The American Spice Trade Association will hold its 1958 convention at the Grove Park, Asheville, N. C., May 4th-8th.*

*The 1959 convention will be held in California, if a suitable site and dates can be worked out. This was voted overwhelmingly at the recent ASTA convention.*

*A committee has been named to look into possible places and dates for the California convention.*

and all other spices, leaves, herbs and non-spice seasoning, 1/4¢.

The change to the per pound basis for the assessment is expected to stabilize the research and public relations funds, by making them independent of price fluctuations.

The total amount is also expected to be larger.

The proposal was presented by Howard C. Wolf, as vice chairman of the ways and means committee. Mr. Wolf, of McCormick & Co., Inc., was also 1957 chairman of the grinders and processors section.

The broadening of ASTA's membership to include non-spice seasonings was accomplished through amendments to the by-laws.

Non-spice seasonings include such products as dehydrated garlic and onion and other dehydrated vegetable products that are used for seasoning. Up to now, growers and processors of these products have been limited to associate members status in ASTA.

According to President Jones, the recognition of the non-spice seasonings followed the new pattern in modern spice marketing.

"Since before the time of written history," he explained, "the spice trade has dealt in what we call 'true spices', herbs and aromatic seeds. Now, however, spice companies are offering many other items, each of which fills some seasoning need. The spice shelf is growing and now the spice industry in this country felt it was time that it broadened its scope to recognize this fact."

Mr. Jones defined "true spices" as the products of various plants which grow in the tropics. These would include pepper, cinnamon, ginger, nutmeg, cloves and mace. Herbs, he said, come from the leaves of temperate zone plants, such as oregano, bay leaves, basil, marjoram, etc. Aromatic seeds include anise, poppy, caraway cardamom, etc.

Achievements in public relations for spices during the past year and plans for the future were outlined by a

panel. ASTA's Publicity Committee, headed by Genevieve Lynch, presented the details as though they were in an actual committee meeting. Slide films illustrated the main points.

Also in panel form, ASTA's Research Committee reported that during the past year a series of studies on the preservative effect of natural spices had been completed. The work, conducted at Hormel Institute, University of Minnesota, over the past few years, established beyond doubt, according to the research report, that natural spices exert antioxygenic effect on foods. This discovery is important to extending keeping qualities and shelf life of many processed foods, the researchers said.

Other research work completed recently included studies which showed that several spices may be used safely in the diets of ulcer patients. In a paper which was published in the American Journal of Gastroenterology and later discussed in an editorial in the American Medical Journal, it was reported that cinnamon, allspice, mace, thyme, sage, paprika and caraway seed have been approved for therapeutic diets for ulcer sufferers.

The researchers also noted that headway is being made on development of technical standards for spices. Within the year, projects were completed showing improved methods for determining essential oil content in spices and for analyzing the piperine content of black pepper. Other studies will be published shortly, according to the report.

Chairing the seven man panel presenting the report was John J. Frank, head of the Research Liaison Committee. Also on the panel was Dr. James R. Wilson, ASTA's medical consultant.

M. Gopala Menon, consul general of India in New York City, told the convention India had common ground with the spice industry in the development of spice markets and production.

Carlyle Noel, a director of the Grenada Co-operative Nutmeg Association, outlined the supply situation created by the hurricane which hit the island in September, 1955. He said United States aid had begun to reach them only 24 hours after the disaster.

Edward F. Phelps, Jr., of the Office of Defense Mobilization, Washington, D.C., outlined some of the problems in mobilization preparedness.

Lester W. Jones, of McCormick & Co., Inc., who chaired ASTA's Yearbook Committee, was presented a leather-bound copy of "A Treasury of Spices", the most significant contribution to general spice literature in many decades.

Golfers among the conventioners took advantage of the superb weather to enter the tournaments with enthusiasm. Top winners were Ray Webb and Thomas Tusinac.

Men's activities were handled by E. H. Sennhauswer, assisted by Michael P. Kedrovich, Mr. Tusinac and other committee members.

Women's activities were chaired by Mrs. Karl H. Landes.

Mrs. Charles F. Mayer, of Chicago, won the Barber Steamship Lines door prize, a round-trip for two to Panama. It was presented to Mr. Mayer by Bernard Gibney, assistant to the executive vice president of the line.

Established 1895

**B. C. IRELAND, INC.**

AGENTS AND BROKERS IN

SPICES SEEDS TEAS COFFEES

241 California Street

San Francisco 11, Calif.



## Packaging



A kitchen rack designed for eight of the Ehlers gourmet spice jars. Labels for standard spices (end jars) have large initials, while

specialty items carry pictures of food made with the products. Illustrations: The Glass Packer.

## designing Ehler's new gourmet spice line

By ROY MADISON, President  
Package Design, Inc.

For many years spice products packed for consumer use have been placed before the public in very unimaginative containers. The spices were packed in tin, folding boxes and glass bottles of all shapes and sizes.

This was the situation as we saw it upon being retained by Albert Ehlers, Inc., Brooklyn, N. Y., to design a new "gourmet" line of spices that would "eliminate every undesirable feature from past packaging and from the product itself and to include every desirable feature" known to the company and wanted by the homemaker.

One of the first steps taken by Ehlers was research work on Mrs. Consumer to ascertain what she wanted in spices and also the type of container she wanted.

The packaging committee at Ehlers, which consisted of the executive, sales, advertising, purchasing and production departments, reviewed this survey very carefully before proceeding with any design work.

Using this survey as a guide, a list of broad requirements was given to my organization to analyze further before actual design work was started. Listed here are some of the goals put before us:

1. All the packages must be of uniform size.
2. They must be of usable size.
3. They must be beautiful enough to use on the table.
4. They must fit into the decor of modern kitchens.
5. They must have easy reclosing features.
6. They must be readily and quickly identifiable.

7. They must have shaker tops with the right size for the consistency of the product.
8. They must be easy to keep clean.
9. They must take the "mystery" out of spice. That is, they must tell what the spices do and the particular foods in which they do the best job of flavoring.

After agreement on the objectives, selection of the basic container was the next step. This problem was resolved



Corrugated shipping case holds six cartons. Scalloped panel on the case is same as the one featured in the jar label design.



Twelve of the standard spices. Each package has its own color combination, although the design follows the "family" pattern.

by reviewing all suggested designs of glass containers and selecting one jar, called the Imperial by Ehlers. For the label, we submitted more than 30 different exploratory design themes to the Ehlers packaging committee. Each design was thoroughly screened and analyzed for its merchandising and esthetic possibilities. In this process, all preliminary sketches but one were eliminated.

The design theme selected is based on a large calligraphic letter in the background, the initial being that of the product: "P" for pepper, "A" for allspice, "G" for ginger, and so on. Superimposed over the lower part of the initial is a scalloped oval panel to hold the basic informative copy: "Ehlers Cinnamon," for example.

The design was felt to be outstanding in aiding the customer select the correct spice, and at the same time add a decorative touch to the dining table. Another point is that the design is expected to stand up favorably against competing brands.

The Ehlers sales department later raised a question in respect to 13 items in the specialty spice group. The sales department felt that because there were to be as many as 72 items, these special varieties needed a change of pace in presentation. For this group, we designed a different label which added appetite-appeal in a separate full-color picture for each label, to let the consumer see one of the end uses of the product itself. The calligraphic initial design was reserved for the other 59 spices.

Once the basic design themes were given final approval by Ehlers, a work sheet was developed for each of the 72 labels. These work sheets were given to each department concerned with any phase of the project. Each work sheet contained all the necessary front and back panel copy, legal requirements, weights, commodity numbers, paper specifications, indications of color break-up on the label, and also

printing and die-cutting information. By setting up this system, each member of our own staff as well as members of the Ehlers packaging committee knew at all times what was happening with the design work.

An important factor here was that if any changes were to be made by any department, the copy was there in advance and could be changed easily, rather than later on when the artwork was finished and author's changes became costly.

Meanwhile, our studio completed the art needed for the labels and worked closely with the Oberly and Newell Lithograph Corp., New York City, the printer, to get correct colors and proper production of plates, printing and die-cutting of labels.

Before the labels could be printed, information for the last of the basic package requirements was written by Bernard L. Lewis, Inc., and the information was checked by that firm's head home economist in their own test kitchens.

An outstanding feature of the ultimate labels and caps is a definite break with tradition in color. Every package was given its own color combination, although all were the same in design. The colors selected were brilliant but not primary or harsh in mass display.

From the viewpoint of the package, the typeface used for product identification and copy is as large as possible and easy to read.

Display of the packages for the 72 varieties is handled by a special rack which is kept separate from the regular line of Ehlers spices in the store. The spices are arranged in a definite pattern on the shelves, depending partly on the location of the store. The bottom shelf displays a kitchen rack which holds eight jars of spices, and Ehlers also offers another, smaller rack, which can be carried to the table.

With the design of the packages completed, chipboard cartons to hold one dozen jars were developed, and also a uniform corrugated case which can be repacked by Ehlers and shipped to the retailer. The case holds six of the one-dozen cartons. The chipboard cartons and the corrugated cartons were also designed as a definite part of the line. It was felt that the family resemblance should be carried out to the cartons for easy identification in Ehlers shipping department, but more important was the convenience at the supermarket level.

*CREDITS: Glass jars, plastic sifters and closures for the packages are supplied by the Owens-Illinois Glass Co.; the labels were designed by Roy Madison, Package Design, Inc., and printed by the Oberly and Newell Lithograph Corp.; cartons by United Board & Carton Corp.; shipping cases by Owens-Illinois.*

### **soluble solids in beverage coffee as an index to cup quality**

(Continued from page 18)

coffee prepared according to recommended procedures against watered or overextracted brews.

*The aroma—soluble solids relationship.* The flavor of coffee beverage is derived from two sources, aroma and taste. Aroma is a complex of many volatile chemicals which in the broad sense have a strong influence on decisions concerning beverage quality but are present in the beverage in almost negligible quantities. Taste is also a complex of many chemicals but these are not volatile. This complex also plays an important role in the making of quality decisions and in addition comprises practically 100% of the material extracted from the grounds. In thinking of soluble solids as an index of cup quality, it is necessary to know something about the time factors associated with the extraction of the aroma and taste complexes.

Studies that will be described in detail in another paper have demonstrated how rapidly aroma is extracted as compared with taste. In fact, aroma is almost immediately extracted from, or driven out of the grounds when they come in contact with hot water. Taste is relatively more slowly extracted over the brewing period. As both taste and body are closely associated, body is also slowly increased over the brewing period.

Consequently, because the aromatic characteristics of the beverage are very fortunately taken care of early in the extraction process, a measure of soluble solids can be used as a measure of taste and body build-up. When used in conjunction with brew formula, it can be used to detect over-extraction, which is known to contribute to undesirable bitterness and astringency.

This objective approach to cup quality and acceptance will have many uses. It will be helpful in understanding the interrelationship between variety, roast and grind. It will make possible the evaluation of existing brewing equipment and design factors, such as urn bag material, filter screens and papers, spray heads and other means for combining water with coffee. It will assist in the development of new equipment and modifications of devices now available. It will permit a more reasonable explanation of the effects of changes in water composition, either natural or induced by different methods of treatment. It could be used as a process control indicator in the production of instant

coffee and in the preparation of uniform beverage in the public service field. It should be the basis for further investigation of many acceptability problems with which the industry is now faced.

There is no doubt but what a study of coffee processing in all its aspects by application of the technique described and the principles involved will provide the industry with a greater knowledge and understanding of coffee than it now has, and the consumer with a cup of better coffee.

### **NOTE**

*A list of equipment that may be purchased from any chemical supply house and is required for the measurement of soluble solids by the technique described in this paper will be furnished on request from the Coffee Brewing Institute, Inc., 551 Fifth Avenue, New York 17, N. Y.*

### **REFERENCES**

- <sup>1</sup> How to Brew Good Coffee, Fast Foods, November, 1956. Page 58.
- <sup>2</sup> Mabrouk, A. F. and Deatherage, F. E., Organic Acids in Brewed Coffee. Food Technology 10, 194, 1956. Coffee Brewing Institute, No. 12, 1956.
- <sup>3</sup> Thaler, H. Untersuchungen an Kaffee und Kaffee-Ersatz. I. Der Extraktgehalt des Kaffees Deutsche Lebensmittel-Rundschau 51, 283 (1955)
- <sup>4</sup> Niven, W. W., Jr. and Shaw, B. C. Critical Conditions for Quantity Coffee Brewing. Coffee & Tea Industries 80 No. 4, 44, April, 1957. Tea and Coffee Trade J., 112, No. 4, 28—April, 1957. Coffee Brewing Institute, No. 19, April, 1957.

### **PCCA convention**

(Continued from page 11)

had been neglected. He cited as an example, the advertising of automobiles. Quality is advanced as a reason for buying any particular make, but the advertising cites specific attributes which give it that quality, such as beauty, power, safety, comfort, etc. In a like manner, various technological advances behind the production of quality in coffee could be used in promotion, such as package protection by vacuum can, or flexible film in bag coffee, advances in roasting, grinding, brewing, etc.

Technology in analyzing the effects on quality of improper brewing could do much to educate the public and institutions on what constitutes a good coffee beverage, he emphasized. This approach should be an integral part of all coffee merchandising, he suggested. Merchandising that emphasizes high cup yield only tends to promote more watering.

Mere statement of the word quality in coffee advertising is not enough, he stressed. It must be supplemented by all the technological advances which contribute to it.

"Let's Start 'Thinking a Play Ahead'" was the title of the address by Mr. McKiernan. (See: "Coffee's changing market in the U.S.," June, 1957, Coffee & Tea Industries; and "Let's start 'thinking a play ahead,'" in this issue.)

John C. Leach, western representative of the Coffee Brewing Institute, gave a demonstration of coffee brewing, and the result was pronounced good by members of the trade. He offered a running commentary on the various elements in method and equipment which contribute to good coffee.

At the Tuesday business meeting, the following directors were elected:

Roast Division: E. M. Manning, Jr., Chairman; Henry

Esola, Blue Ribbon Products Co., Inc.; J. A. Folger, J. A. Folger & Co.; Thomas Halpin, Certified Grocers of California, Ltd.; Reuben Hills, III, Hills Bros. Coffee, Inc.; Manny Rosen, M. J. B Co.; Nenny Schmidt, Nabob Foods, Division, Kelly Douglas & Co.

*Green Division:* W. H. Emigh, Chairman; Jack Berard, Otis, McAllister & Co.; Victor Cain, W. J. Morton & Co., Inc.; J. E. Fitzpatrick, Fitzpatrick & Hoffman, Inc.; W. O. Granicher, Leon Israel & Bros., Inc.; Eugene T. Heathcote, S. F. Pellas Co.; William V. Lynch, Pacific Coast Division, W. R. Grace & Co.

### Baseball classic

Tuesday afternoon the baseball classic took place between the Roasts and the Greens. As if by habit, the Greens won, 7 to 3.

While the elders were invited to play, the younger set was in evidence, except for Ed Johnson, Sr., who after a swing or two at the bat, settled for the job of umpire. With his prestige, he was able to judge that a play was either a foul ball or interference. "Go back to third!" he commanded, or "You're out!" And he got away with it. He also called a strike ball that went high over Jack Mooney's head, and penalized a "balk" on son Norman and allowed Bud Domingues to make first.

When the game got a little rough, Jack Mooney said, "Take it easy. We haven't enough players to allow anyone to get hurt."

Stanley O'Nellion stumbled, and had difficulty picking himself off the ground. Koppel knocked a three-bagger. Partland was a good shortstop. In fact, everyone was good.

Beer was served for the thirsty, and the bleachers cheered every move.

The Calcutta and Sweepstakes rally took place Tuesday evening with bids on promising players running high. The next day, Wednesday, the golf contest took place. COFFEE & TEA INDUSTRIES has been in the habit of calling on one of coffee's champion golf players, Cedric Sheerer, for this part of the convention story.

### Sheerer on golf

"The golf tournament this year followed the usual pattern," he reports. "Cries of anguish could be heard echoing over the entire Pebble Beach course as the days and nights of ceaseless conviviality and the lurking menaces of the course itself combined to sharpen the fangs of fear by those members of the coffee fraternity who had the audacity to vie for the prizes which awaited the lucky man.

"We were all treated to the sight of what a real golfer is in Don Haslett, who made the course in 73 strokes. Don came from the allied industries, and it is likely the "coffee beans" just don't have the time or talent to play the game correctly.

"The Calcutta Pool was won by a new team, Wilbur and Bob Curtis, who looked like brothers to yours truly, but were actually father and son. They teamed flawlessly to win the first prize in the largest Calcutta Pool we have had to date.

"Eighty-four golfers teed off in the quest of fame, fortune and fun. Yours truly, Ced Sheerer, repeated his victory of last year, winning low gross with a respectable 85. Tom Barrett and Jack Berard tied for low net, and by mutual agreement tossed a coin to see which one would have his name engraved on the silver cup. Not wishing

to embarrass anyone, and out of respect to the many hackers among us who did not break a hundred, we are only posting the scores of the prize winners.

"Low net winners were: first place, tie, Tom Barrett, 90 gross, 18 handicap, 72 net; Jack Berard, also 90, 18, 72; third, Ed Manning, 87, 14, 73; fourth, Gene Heathcote, 94, 19, 75; fifth Morris Buckingham, 88, 12, 76; sixth tie, Ernie Kahl, 93, 16, 77, and Weldon Emigh, 87, 10, 77.

"Hole-in-one: George Moran, who put the ball 9' 6" from the seventh hole.

"Blind Bogie winner: Bill Seely, with net 50, awarded silver cup presented to PCCA by National Federation of Coffee Growers of Colombia.

"Guest winners: Don Haslett, with his low gross 73, and Ed Superka, low net, with 87, 17, 70.

Wednesday the convention wound up with the formal cocktail party, banquet and entertainment. All the entertainment, as handled by Ed Johnson, Jr., was of top quality, with Ed acting as the announcer, in which role he about reached professional proportions.

Thus ended the 26th PCCA convention, with the future calling for the 27th at the same place.

### Picked Up Here And There at Pebble Beach

Bert Balart's daughter, Lucille Balart Palmaro, whose husband, Marcel A. Palmaro, is the consul general in this country for Monaco, recently visited Princess Grace Kelly Rainier at Monaco. From there they flew to Paris to be the host and hostess of the Art Collection of Robert Lehman, which is being shown at the Louvre in Paris.

\* \* \*

Bert Balart and Jack Thompson, of Blue Ribbon, were reminiscing. Jack at one time worked for Bert, and it must have been a pleasant association. When Jack got married Bert raised his salary \$5 a week to a total of \$40. A substantial raise in those ancient days.

\* \* \*

Bert has his usual yellow coat, green shoes and necktie, pink shirt and blue socks, which were much in evidence. Gossip had it that there was red woolen underwear, but no one had the courage to authenticate it.

\* \* \*

Don Haslett and Pat Pattinson, partners in the golf tournament, were owned by Early Lingle in the Calcutta Pool. Haslett covered the course in a 73, which is near a record where 100 would be considered not too bad. In the admiration which burst forth at the 18th hole, where refreshments were on hand, Earl Lingle said to Don, "It would be a privilege to buy you a drink—but everything is free here."

\* \* \*

Evidence of the artistic skill of Doug Wood was present everywhere, both in the announcements and in decorations.

\* \* \*

During the course of the entertainment, there was a father and son act by the Ed Johnsons. There was more in evidence than the mere lines of their act. The elder did betray some pride in his son.

\* \* \*

Joe Drury and Peter Gavigan got their wings singed when they tried their skill in tennis against Bill Budge. They had to face furious slams by Budge, as well as other court maneuvering.



# San Francisco Samplings

By MARK M. HALL

■ ■ The local spice trade was well represented at the 51st annual convention of the American Spice Trade Association, held recently at Shawnee Inn, Shawnee-on-Delaware. Among those in attendance were Mr. and Mrs. Harold F. Gavigan, B. C. Ireland, Inc.; Mr. and Mrs. Harold Pauli, R. C. Pauli & Sons; Len Rasmussen, McClintock-Stern Co., Inc.; W. L. McClintock, W. L. McClintock Co.; J. H. Hume, N. W. Hume, and Frank Colvan, Basic Vegetable Products, Inc. All expressed the opinion that a real wonderful time was had by all and that some good work was done.

■ ■ E. M. Manning, Manning's, Inc., and newly elected president of the Pacific Coast Coffee Association, scheduled the first board meeting of the new officers and directors of the association last month. Weldon H. Emigh, Weldon H. Emigh Co., is the new executive vice president.

■ ■ Three weeks in the exotic Hawaiian Islands was the vacation treat of the Miller Riddle family—daughter, wife and Miller himself, who is the boss of Thomas J. Lipton, Inc., here.

■ ■ Vernon S. Aldrich, formerly with Bunge Coffee, Inc., is now associated with the C. G. Cambron Co.

■ ■ Recent visitors at the headquarters of the S. F. Pellas Co. were Takeshi Yoshio, president of C I C A R, Santos, Brazil, and Tadashi Yamada, administrative assistant. While here, Mr. Yoshio and Mr. Yamada made a rush trip to visit Mr. Yamada's old school, Oregon State College, at Corvallis, Oregon.

■ ■ E. R. Senn, vice president in charge of West Coast operations of the Grace Line and the Johnson Line, was expected back at his desk late last month, after a combination vacation and business trip to

New York, where he conferred with Grace Line officials.

■ ■ Another West Coast Grace Liner, Harry Hhompson, in charge of freight traffic, recently returned to San Francisco following a stockholders cruise from New York to Venezuela aboard the Santa Rosa.

■ ■ Accompanied by his wife, E. A. Johnson, Sr., of E. A. Johnson & Co., is currently on a South American business trip with Rio de Janeiro and Santos as stopover points. He expected to be home sometime in July.

■ ■ The always much-looked-forward-to Grace Line annual coffee party has been given a September dating, the rendezvous as yet unannounced.

■ ■ Rod and reel in hand, Fred Vance, Standard Brands, Inc., took off on his vacation with high piscatory hopes.

■ ■ A May 31st report from Vancouver, B.C., stated wholesale price of coffee dropped three cents a pound on that date, with the reduction expected to be reflected in retail price by the next day. The price cut was said to result from a price war in Eastern Canada. With the rising price of beans, it was not expected the local price would stay down very long.

■ ■ The Port of San Francisco reports last year's coffee arrival total to be better than 2,500,000 bags. To take care of the rapidly expanding port traffic, the Harbor Board has outlined construction projects in a \$50,000,000 program that includes a coffee and general cargo terminal.

■ ■ Mr. & Mrs. Ed Perry, Boyd Coffee Co., Portland, Oregon, recently visited in San Francisco, where Mr. Perry called on his many friends along California and Front streets.

■ ■ The Western States Tea Associa-

tion had a real good turnout of members for its June luncheon. Secretary L. H. Meyers, Pacific Tea Packing Co., said the meeting was held in the Ivy House restaurant operated by Manning's, Inc., in the swank Holiday Lodge on North Van Ness Ave. It was the last luncheon before the association's annual picnic in September.

■ ■ Stanley Gleason, M. J. B Co., suffered a serious accident in which an artery was severed in his left thumb. He has continued his work, with an old coffee bag for arm sling.

■ ■ During the first two weeks in August, the Thomas J. Lipton factory here will be closed for a workers' vacation period. The office folks will go right on with their work, each getting his separate vacation when his turn comes.

■ ■ San Francisco Examiner Columnist Herb Caen wrote recently that if he had anything to do with it, he'd "conduct a course in coffee-making for the bosses of some of our 'leading' restaurants—if only to convince 'em that coffee, unlike wine, does NOT improve with age and should be thrown out after the third day."

■ ■ The annual WSTA picnic, according to Ed Spillane, czar of food and drink arrangements, will be held September 14th, a Saturday, at San Mateo Memorial Park. Eddie Castleman is busy fattening up the cattle for those wonderful steaks which he always serves on such occasions.

## Southern California

By VICTOR J. CAIN

■ ■ Ann and Earl Lingle, of the Lingle Bros. Coffee Co., spent a weekend at Palm Springs on a Rotary Club sponsored occasion called "The Honeymoon Weekend." Earl, of course, spent most of his time on the golf course sharpening up his sticks for the forthcoming Pacific Coast Coffee Association Convention.

■ ■ William R. Morton, son of W. J. (Continued on page 67)

### E. A. JOHNSON & CO.

COFFEE IMPORTERS AND AGENTS

BRAZILS • COLOMBIANS • CENTRAL AMERICANS

166 California Street

San Francisco 11, Calif.

### WELDON H. EMIGH CO., INC.

BRAZILS — MILDS

150 California St., San Francisco 11

### FITZPATRICK & HOFFMAN, INC.

GREEN COFFEE

210 California Street

San Francisco

DOuglas 2-1474

### GEO. W. REED & CO., INC.

GREEN COFFEE

210 California St., San Francisco 11, Calif.

Cable: "REEDCAFE"

(Member P.C.C.A.)

Learning the technique of coffee roasting is easy with a copy of The Coffee Man's Manual

\$2.50

Write to THE SPICE MILL BOOK DEPARTMENT,  
106 Water Street New York 5, New York

# New York News

■ ■ The Green Coffee Association outing at the Hackensack Golf Club in Oradell, N. J., was a rousing success again this year.

Over 300 golfers, softball players and gin rummy and poker addicts got together for a day of relaxation away from "futures" and "samples".

As usual, a cloudless sky greeted the coffee men.

Ralph Lombardi and Clayton Mount matched wits again on the ball field. The morning game was relatively respectable. The greens eked out an 8-7 win over the roasters. In the afternoon game, everything went wrong for the Greens. The Roasters gave them a good going-over and walked, ran and—by the last inning—stumbled to a "close" 21-11 victory.

The "liquid refreshments" at the ball field held out long enough to give the boys enough energy to drive back to the club.

Incidentally, the pitchers on both teams showed excellent control all afternoon. They hit the bats with virtually every pitch.

George Tomb, Lou Terrarosa, Emil Karl and Lou Seipz carried off the softball prizes.

The golfers had their day, too. Bill Ansardy, of Volkart Bros., came in with a low net of 66 to take the silver bowl. Other low net winners were Harold Hanson, Hillel Horwitz, Lou Ehrhard, Ed Finnegan, Jr., Herman Baerwald, J. A. McMillan, Bob Scheidemann, Ed Jacquemot, J. Bederka, Charles Rogers, John Sherman, Tom Greenwood, Ed Down and Ed Moore.

M. Haas won the guest's low net prize. Other winners in this category were W. Reid, George Foley and R. Lynch.

A. J. Pasch chipped to within 4' 2" of the cup to take the nearest-the-pin prize. H. S. Weeks placed second in this event.

Door prizes were won by Ed Freitas, Bill Griffin, A. Wagner, John Mazzei, W. Farmer, A. C. Schreuder, C. Mattman, J. Heneghan, Charles Leister, V. Horan, J. Smith, Dick Sutherland, Ray Schlagel, M. Mangual and W. R. Mounger.

Dick Balzac and Paul Seebach held the winning raffle tickets for the sets of

woods and irons. Dick won the irons and Paul the woods.

Handling the arrangements for the outing was a committee headed by Jimmy Sullivan. Also on the committee were Durand Fletcher, Jack Malone, Jay Schwartz, Dick Kolm, Jim Norton, Sr., and Fred Kohn.

All agreed that they did a swell job.

■ ■ Executive, sales and office personnel of the Dannemiller Coffee Co., Brooklyn, are taking delight in the company's new offices, at 148 39th Street, in one of the huge Bush Terminal Buildings.

The new offices adjoin the Dannemiller plant at 116 39th Street, where the offices were formerly located.

Light and airy are the words for the new offices. Large windows on three sides—including a view of busy lower New York Bay and the Statue of Liberty—quiet pastel background colors on interior walls, soundproof ceilings, and air conditioning make the offices a pleasant place to work.

The coffee and tea testing room has been substantially enlarged in the new setup, with modern facilities and considerable elbow room.

The offices of the executives are glass partitioned, maintaining the feeling of spaciousness.

For company meetings, a conference room is available, complete with large walnut table and comfortable chairs.

An employee lunchroom is equipped with a stove, for making coffee or tea, and a refrigerator.

Dannemiller is also expanding its shipping and warehouse facilities. A new two-story building to serve these purposes is being constructed for the company behind the present plant building, at No. 116.

Warehouse space is also maintained in the Bush Terminal building housing the offices, at No. 148.

Dannemiller built a platform connecting the two buildings, for transporting coffee, tea and packaging supplies.

Officers of the Dannemiller Coffee Co. are Edward I. Dannemiller, president; Robert Sasseen, vice president; H. W. (Chester) Chapman, vice president;

Thomas Greenwood, treasurer; Edward F. Dannemiller, secretary; and Thomas E. Dannemiller, assistant treasurer.

■ ■ The coffee industry is mourning the death of one of its leading members, Leon Israel, Sr.

He passed away on June 24th at his home in Gladstone, N. J., after a long illness. The next day he would have been 86.

Born in Clinton, La., he was schooled at Silliman Institute until 15, then attended Leche's school in New Orleans. He graduated in 1889 with the equivalent of today's high school education.

He started work as an apprentice with E. Feibleman, wholesale grocers, and gradually rose to the position of traveling salesman. He covered Louisiana, Mississippi and the eastern part of Texas.

In 1897 he left the Feibleman firm and started in business with Jacob Aron. This company sold groceries, green coffee, molasses, rice and several other staples.

In 1900 Mr. Israel and Mr. Aron dissolved their partnership. Mr. Israel launched his own firm with his eldest brother, Samuel Israel, as a junior partner. Their business was in green coffee, sugar, molasses and rice.

In 1901, while retaining the New Orleans company, Mr. Israel moved to New York City and started his own firm here.

In 1910 he launched a company in Brazil, in addition to the U. S. firms.

Mr. Israel was one of the founders of the New York City Green Coffee Association. Along with 14 other coffee men, he started it in 1923.

Ten years ago he retired from the company bearing his name.

He is survived by his son, Leon Israel, Jr., and a daughter, Mrs. Sue Ullman.

■ ■ Color movies in Africa were presented to the last meeting of the New York Coffee Roasters Association by John Heuman, of the Continental Coffee Co. The movies were taken by Walter Belinky, general sales manager in the roasted end for Continental. Mr. Heuman and Mr. Belinky toured Africa earlier this year.

Mr. Heuman gave a running commentary on the hour-long movie, which covered Africa in general, but also included shots of coffee growing, processing and roasting.

Bob Sasseen, of the Dannemiller Coffee Co., told the gathering about the work of NCA's Institutional Advisory Committee, of which he is chairman.

BOWling Green 9-0189

## JAMES A. ALEXANDER COFFEE BROKER

90 FRONT STREET

NEW YORK 5, N. Y.

Cable Address  
GALICAFE

BOWling Green 9-0417

## A. GALINDO & CO., INC.

Selling Agents for Colombians, Mexicans,  
Centrals, Cubans and all African growths.

135 FRONT STREET

NEW YORK 5, N. Y.

## REAMER, TURNER & CO.

COFFEE

Brokers and Import Agents

"RETURN"  
104 FRONT ST.

NEW YORK

## Reaud-Geck Corporation Mexican—Santo Domingo—Ecuador Guatemalan—Venezuelan Cuban—Africa Coffees

59 PEARL STREET

NEW YORK

Get your **COLOMBIANS**

via

**BALZACBRO**

Shortest Route from Growers

**Balzac Bros. & Company, Inc.**

*Wm. Hosmer Bennett & Son*

Coffee Agents and Brokers

100 Front St.  
"Laticlave"

NEW YORK, 5

**GEORGE P. BOTT & CO.**

COFFEE BROKERS AND AGENTS

*Representing Shippers in*

**SANTOS — RIO DE JANEIRO — PARANA**

*Members & Graders*

New York Coffee & Sugar Exchange, Inc.

Green Coffee Association of New York City

120 Wall Street

New York 5, N. Y.

**S. A. GLASBERG CO.**

ABYSSINIANS — ANGOLAS — BELGIAN CONGOS

IVORY COAST — MADAGASCARS — UGANDAS

Cables: Cafruki, New York

25 Broad Street

New York 4, N. Y.

**W. H. LEE COMPANY**

**COFFEE**

COMMISSION

BROKERAGE

Cable Address  
"WILEECOM"

**NEW YORK** 101 FRONT ST.

MEMBERS NEW YORK COFFEE & SUGAR EXCHANGE, INC.

**Edward P. McCauley & Co.**

**COFFEE**

One Jones Lane

New York 5, N. Y.

Cable Address: CAULCAFE

**JAMES W. PHYFE & CO., INC.**

**Coffee Brokers and Agents**

Representing leading shippers of  
Africans—Ethiopians—Belgian Congos

98 Front St., New York 5, N. Y.

Cable Address: Phyfe, N. Y.

**A. L. RANSOHOFF CO., INC.**

*Coffee*

NEW YORK

Cable Address  
"RANWILLIG"

108 Front Street

**ERNEST SINGHOFEN & Co., INC.**

*Coffee*

NEW YORK

TEL.: WHITEHALL 4-8182

109 FRONT STREET

**UFININDO INTERNATIONAL  
CORPORATION**

82 Beaver St.

New York 5, N. Y.

*Exclusive U. S. Agents for*

**ETS. JEAN ABILE-GAL**

Abidjan, Ivory Coast

**African Coffees**

**WESSEL, DUVAL & CO., Inc.**

*Established 1825*

EXPORT  IMPORT

**Coffee and Cocoa**

CABLE ADDRESS

HEMENWAY, NEW YORK

67 BROAD STREET, NEW YORK 4, N.Y.

# New Orleans Notes

By W. McKENNON

■ ■ The largest volume of foreign trade tonnage ever handled by the port of New Orleans was exported and imported in 1956. W. D. Roussel, president of the Dock Board said these goods had a value of \$1.6 billion, second highest dollar-value year in port history and the tenth consecutive year the port has handled more than \$1 billion in cargo. Mr. Roussel said foreign trade tonnage was up 10% over 1955 and that figures compiled for the first four months of the current year indicate the port is running ahead of the same period last year.

New Orleans, led the nation in cotton exports, sugar, molasses, burlap and bagging. It was second in the import of coffee.

■ ■ Joao Jabour, of Jabour Exportadora, S.A., Rio de Janeiro, was in New Orleans for several days.

■ ■ Solon B. Turman, president of the Lykes Brothers Steamship Co., was named "maritime man of the year" at a banquet sponsored by the Propellor Club. Representing the New Orleans Board of Trade at the head table was A. C. Cocke, chairman of the executive committee and immediate past president of the Board of Trade.

■ ■ Mr. and Mrs. J. P. Marks are in Miami on a vacation.

■ ■ A group of New Orleans businessmen has purchased the 56-year-old Merchants Coffee Company, Inc., here. Harry H. White is president of the new firm; Gilbert Hattier, Jr., J. B. Sanford Jr., and Hughes Walmsley vice presidents; Frederick A. Toledano secretary and general sales manager; Warren Weber, operations manager; and James J. Punecky, treasurer. The latter three have been serving in the same capacities for some time.

The new firm will continue its coffee operations from the building occupied by Merchants since 1916.

Mr. Toledano, who is setting up new city and country routes, said new trucks have been purchased and new promotions planned.

■ ■ A. J. Forstall, of Buckley and Forstall, has returned from a business trip to the Texas area.

■ ■ Olivier de Vigan, director of Daniel Ancel and Fils, of LeHavre, France, accompanied by Marcel Aubry, of Kauders & Co., New York City, was in New Orleans for a short stay recently.

■ ■ Mr. and Mrs. William G. Madary, II, Mr. and Mrs. Ed J. Ganucheau and

Mr. Allan Bories attended the Southern Coffee Roasters Association meeting at Chattanooga.

■ ■ Pedro M. Maspons, of Cia. de Intercambio y Credito, S. A., Manta, Ecuador, was a visitor here. He was en route to Mexico City, and then back to Ecuador.

■ ■ Buckley and Forstall, brokers, have taken over the local agency for the Carl Borchensius Co., Inc., New York City.

■ ■ The Southern Coffee Roasters Association's semi-annual meeting is slated for New Orleans on October 25th.

■ ■ David Kattan spent a few days in his offices here before returning to Honduras, where he is on an extended business visit.

■ ■ Ray Bradt, formerly with the Ben Hur Coffee Co. in Los Angeles, was a New Orleans visitor recently, making his headquarters at the W. H. Kunz & Co. offices.

■ ■ L. W. Snow, sales manager of the American Coffee Co., has returned from a business trip through the Southeast.

■ ■ James E. Montgomery, from Leon Israel & Bros., Inc., in Rio, with Mrs. Montgomery, is in New Orleans on a visit. They plan to visit the West Coast before returning to Rio.

■ ■ P. Graves, with Anderson Clayton's Santos establishment, was a recent business visitor in New Orleans.

■ ■ Gregory Martinez, of the Carl Borchensius Co., Inc., New York City, was a business visitor here.

■ ■ R. M. Nash has returned to New Orleans from a business trip to New York City.

■ ■ W. Diesseldorf, of Coban, Guatemala, coffee shippers, who is visiting the U. S., called on J. A. Folger & Co. He is enroute to Europe and will be back through New Orleans in about six weeks, on his return to Guatemala.

■ ■ Antonio Berrondo, of Coatepec, Vera Cruz, Mexico, was a business visitor here, and called on J. A. Folger & Co.

■ ■ Leo Allen, who represents E. A. Johnson & Co., San Francisco, in El Salvador, arrived in New Orleans from Cuba, where he worked for the past four months with the Coffee Institute there in setting up certain types and standards for Cuban coffee. He will return to El Salvador in the near future.

■ ■ Mrs. Robert Williams and two children have arrived in New Orleans to join Mr. Williams, who is with Volkart Brothers, Inc. here. They have taken a house in Gentilly Woods, where they will make their home.

■ ■ The marriage of Wendy Griswold, daughter of Mr. and Mrs. George John

Lynde Griswold, to William Boatner Reily III, son of Mr. and Mrs. Reily, Jr., was solemnized here at the home of the bride's parents.

A reception followed the ceremony, after which the young couple left for a wedding trip to Jamaica, Puerto Rico and Havana.

Mr. Reily and his bride will reside for the coming year in Baltimore, before returning to New Orleans to make their permanent home.

■ ■ Albert Breaux, Sr., has retired from the H. L. C. Bendiks, Inc., offices here. His son, Albert Breaux, Jr., will manage the Bendiks office. Mr. Breaux, Sr., has been made an honorary lifetime member of the Green Coffee Association of New Orleans, and an honorary lifetime member of the New Orleans Board of Trade. Mr. Breaux has been in the coffee business for 50 years, having started as an office boy with Hard & Rand.

■ ■ George W. Dodge, vice president of the American Coffee Co., spent some time in Pensacola, Fla., recently.

■ ■ Arturo Morales, manager for the Coffee Federation of America, (FEDECAME), Mrs. Morales, were honored here as "Tourists of the Day," in observance of Louisiana's Tourist Appreciation Day.

As official guests of the state's Department of Commerce and Trade, Mr. and Mrs. Morales toured the harbor aboard the yacht, Good neighbor, as guests of the Dock Board, and were guests of honor at a luncheon meeting of the Young Men's Business Club.

They made an official visit to the new Civic Center and received the keys to the city from Mayor Chep Morrison. A cocktail party in their honor was held at International House, followed by dinner at a creole restaurant.

Mrs. Morales was honored at a special fashion show arranged by the Latin American division of Maison Blanche. They then left for Panama, where Mr. Morales was to participate in a conference of Latin American coffee producers.

## Chicago

By HARRY LANE

■ ■ Durkee spice lines in the Chicago territory are now being handled by William Siska, who has moved his offices to the Midland Warehouse buildings, at 1500 South Western.

■ ■ Don F. Grimes, of the IGA Chicago headquarters, has announced that the Peter J. Schmidt Company has acquired the IGA franchise for the Buffalo, New York territory.

■ ■ The Electric Sorting Machine Co. has opened a southern regional office at

## C. H. D'ANTONIO & CO.

### Coffee

BROKERS

•

AGENTS

110 Board of Trade Building, New Orleans, La.

Equipment to buy?

Equipment to sell?

Let the classified column of COFFEE AND TEA INDUSTRIES help you.



3127 Maple Drive, Atlanta, under the direction of C. L. Holmquist, who is well known to the trade. The E.S.M. Company, in addition to the Atlanta office, now has offices in Grand Rapids, Mich., and Palo Alto, Calif. with the main office in Houston, Texas. The E.S.M. equipment is now being tried out in Hawaii by the coffee industry on the islands with very good success.

■ ■ An estimated 10,000 grocers, retailers and suppliers gathered in Chicago for the opening of the 58th annual meeting of the National Association of Retail Grocers of the United States, at the Navy Pier. It featured a Magnificent Mile and a colorful display of items that will be tomorrow's grocery list. Over 200 firms had displays at the exhibition.

I. Solomon, associate professor of finance at the University of Chicago School of Business, addressed the opening session and discussed the nation's economic outlook and its influence on retail grocers.

## St. Louis

By LEE H. NOLTE

■ ■ The 1957 golf season of the St. Louis Coffee Club started out with a bang. However, it was quickly dampened by heavy rains. Fortunately, there was another golf course not too far away where the heavy rains did not stop the play, and some of the boys went there to play.

When the time to award prizes came, all of those who registered to play were given a good supply of golf balls.

A roast beef dinner was served at the Normandie Golf Club, and it was very delicious, as usual. When the attendance prizes were distributed, the top prize, a beautiful golf bag, was won by Larry Israel, of Leon Israel & Bros., New Orleans. All the other guests also received beautiful prizes.

The big event of the season will be on September 12th, when the Chicago club comes to St. Louis. This match is scheduled to be played at the Normandie Golf Club. We are looking forward to a good attendance, and hope the allied trades will turn out and join us.

Congratulations again go to Gene Crowson and his committee for their fine work.

## Southern California

(Continued from page 63)

(Bill) Morton, made a trip to Norfolk, Va., to attend a wedding of one of his school day chums, who is at present a flier for the U. S. Navy. While enroute, Bill stopped to visit with some of the boys on Front Street, in New York City.

■ ■ Weldon H. Emigh, of the Weldon H. Emigh Co., Inc., San Francisco, came to Los Angeles to call on the local coffee roasters.

■ ■ Charlie Nonenmacher, manager of the Los Angeles plant of the Jewel Tea Co., Inc., has announced the discontinuance of their coffee roasting plant in Southern California. The coffee will be roasted by a large Los Angeles roaster (retaining the usual quality of the Jewel Tea Co.), then will be forwarded to their new plant in Anaheim, Calif., for packaging and distribution. Charlie at the same time announced to the coffee trade that he intended leaving Jewel Tea, but was unable to indicate at this time his plans for the future.

Charlie informed us that his length of service with Jewel Tea Co. was an amazing 34 years, during which time he started from the low rungs on the ladder and worked up to the position of coffee buyer on the West Coast. Charlie has a very fine record, and is held in very high esteem by all men in the coffee business for his business acumen, as well as his great personality. We wish Charlie great success in his future plans, whatever shape they take.

■ ■ Bill Waldschmidt, of Hard & Rand, Inc., New York City, formerly vice president and Los Angeles representative of Otis McAllister and a familiar figure to all in the local green and roasting business, stopped enroute to the Pacific Coast Coffee Association convention to call on the coffee trade.

■ ■ Last month was the opening of the Hollywood Park Race Track for the season of 1957, and many important figures from the coffee trade were on hand. Those attending were Mr. and Mrs. William A. White, Ted Lingle, Charles Nonenmacher, John and Charles Mack, Weldon Emigh of San Francisco, and Vic Cain. It was noted that most of the coffee people were smiling, so we can as-

sume they had a successful day.

■ ■ It has been rumored that Certified Grocers of California, Ltd., a cooperative wholesale grocery firm in Southern California, plans on a merger with Spartan Grocers, Inc., also of Southern California, with both firms having their plants in Los Angeles. No confirmation has been announced as yet. Further, Certified Grocers recently held a ground breaking ceremony on their newly acquired property in the San Fernando Valley. They plan a building that will cover approximately 325,000 square feet. This new division will service all the trade in the San Fernando Valley and points northward. This is another indication of the great growth in population for this beautiful Southern California.

■ ■ Lee Cavasso, of the Borneo Sumatra Co., came to Los Angeles to call on the local coffee trade.

■ ■ Tom Halpin, coffee buyer for Certified Grocers of California, Ltd., was elected a director of the Pacific Coast Coffee Association for the forthcoming year 1957-1958. Tom will act as a roasting representative for the Southern Division of the association.

■ ■ Mr. and Mrs. Juin Jabour and their son, Mauricio, of the Compania Exportadora Jabour, Rio De Janeiro, recently stopped in Los Angeles for several days. They expected to remain here a short time, thence continue to New Orleans, New York, and on to Europe for an extended vacation.

■ ■ Bill Morton, president of W. J. Morton, Inc., went to San Francisco last month to call on his many friends in the coffee trade.

■ ■ Bill White, of the Huggins-Young Co., spent a week aboard a cruiser in the Baja California area, enjoying himself with the rod and reel. From Bill's report, the fish were jumping for the hook.

■ ■ Herb Knecht, of H. O. Knecht & Co., recently announced that his assistant, Bob Landon, was planning to leave the coffee business and return to college. At present he is short a credit. Receiving this will allow him to continue towards what was probably his first love, teaching. Best of success, Bob, in your new profession.

## the impulse factor in tea sales

(Continued from page 50)

Some questions about the package have already been posed. From the basic viewpoint, the package might also be considered—in relation to the impulse factor—in advertising. Does the visual advertising—printed media and TV—show the package clearly, building toward a ready association by the shopper with the package on the store shelf? Does radio advertising also take this into account, with some phrase that picks out the outstanding appearance impression of the container—color, for instance, with a phrase like, "Look for the bright blue package."?

The large impulse factor in tea sales, as revealed by the Du Pont survey, suggests another consideration.

Impulse shoppers may not have tea consciously in mind when they enter the store. But when they reach the tea section, or a special tea display, and the impulse begins to take shape, many deepgoing influences are undoubtedly at work.

It is clear that one of the most powerful of those influences must be a generally favorable, receptive attitude to tea—the kind of attitude which is one of the products of the advertising done by the Tea Council of the U. S. A.

This consideration might also be taken into account by packers. Brand advertising which does more than sell just the brand, but which also sells the basic merits of the product, inevitably adds to the reservoir of positive consumer attitudes on tea, the reservoir which feeds those vital impulse tea sales.

# CLASSIFIED ADVERTISEMENTS

Rates: Single Column 1/2" \$3.50; 1" \$6.00  
2" \$11.00; 3" \$15.00; 4" \$18.00  
Situations Wanted: 5¢ per word. \$1 minimum.

## CHANCE OF A LIFETIME

2 Burns Thermalo 23R Roasters with cooling trucks. Must move immediately. Bargain price. Box 68 c/o Coffee & Tea Industries.

## BETTER COFFEE

can be made in  
Clean Equipment

Write for a sample  
package of

## COFFEE URN CLEANER

WALTER R. HANSEN  
P.O. Box 91, Elgin, Illinois

## "Manufacturing Processes for Soluble Coffee"

is now available in  
booklet form

50 cents per copy  
Coffee & Tea Industries  
(formerly The Spice Mill)  
106 Water St., New York 5, N. Y.

## Spices:

by JOS. K. JANK

Their Botanical Origin

Their Chemical Composition

Their Commercial Use

Price \$3.00

Write to The Spice Mill Book Department  
106 Water Street New York 5, N. Y.

Learning the technique of coffee  
roasting is easy with a copy of  
The Coffee Man's Manual

\$2.50

Write to The Spice Mill  
106 Water St., New York 5, N. Y.

# Index to Advertisers

	Page		Page
Alexander, James A. ....	64	Lara & Sons, Inc., Leonidas ....	27
American Can Co. ....	19	Lee Co., Wm. H. ....	65
American Coffee Corp. ....	24	Lloyd Brasileiro ....	34
American Duplex Co. ....	26		
Anderson Clayton & Co. ....	22	Mackey & Co., C. A. ....	29
Angel & Co., Inc., H. Reeve ....	37	Magdalinos, S. J. ....	28
Argentine State Line ....	36	McCauley & Co., Edw. P. ....	65
		McCormick & Co., Inc. ....	54
Balzac Bros. & Co., Inc. ....	65	Mississippi Shipping Co., Inc. ....	32
Bank of America ....	3	Mooney & Son, Inc., H. Mills ....	28
Bendiks, Inc., H. L. C. ....	38	Moore-McCormack Lines ....	35
Bennett & Son, Wm. Hosmer ....	65		
Bickford & Co., C. E. ....	Cover	National Federation Coffee Growers of Colombia ....	Cover
Bott & Co., George P. ....	65	Nopal Line ....	33
Brazilian Coffee Institute ....	4, 5		
Burns & Sons, Inc., Jabez ....	8	Otis McAllister ....	Cover
Carter, Macy Co., Inc. ....	40	Pan-American Coffee Bureau ....	10
Classified Advertisements ....	68	Phyfe & Co., Inc., James W. ....	65
Coffee Instants, Inc. ....	14		
Compania Salvadorena de Cafe ....	30	Ransohoff Co., Inc., A. L. ....	65
Continental Can Co. ....	6	Reamer, Turner & Co. ....	64
		Reaud-Geck Corp. ....	64
D'Antonio & Co., C. H. ....	66	Reed & Co., Inc., Geo. W. ....	63
Dexter & Sons, C. H. ....	48	Rodney Hunt Machine Co. ....	12
Dobbeleir Co. ....	28		
		Schonbrunn & Co., Inc., S. A. ....	25
Emigh Co., Inc., Weldon H. ....	63	Singhofen & Co., Ernest ....	65
Eppens, Smith Co., Inc. ....	26	Sol Cafe Manufacturing Corp. ....	Cover
		Standard Brands Inc. ....	38
Fairchild & Bolte ....	25	Sterwin Chemicals ....	52
Federacion Cafetlera de America ....	20	Stockard & Co., Inc. ....	37
Fitzpatrick & Hoffman, Inc. ....	63		
		Tea Council ....	42, 43
Galindo & Co., Inc., A. ....	64	Tetley Tea Co., Inc. ....	49
General Foods Corp. ....	22	Thomson, Inc., Henry P. ....	46
Gillespie & Co., of New York, Inc. ....	54	Thurston & Braidich ....	56
Givaudan Flavors, Inc. ....	55	Transportadora Grancolombiana Ltd. ....	36
Glasberg, S. A. ....	65		
Grace & Co., W. R. ....	23	Ufinindo International Corp. ....	65
Gulf & South America S. S. Co. ....	34	United Fruit Co. ....	33
Gump Co., B. F. ....	1	U. S. Navigation ....	36
Hall & Loudon ....	50	Ward-Garcia Corp. ....	35
Hansen, Walter R. ....	68	Wessel, Duval & Co., Inc. ....	65
Ireland, Inc., B. C. ....	58	Zink & Triest Co. ....	56
Irwin-Harrisons-Whitney, Inc. ....	50		
Johnson & Co., E. A. ....	63		
Junta de Exportacao do Cafe Colonial ....	2		

## YOURS for the asking

is a monthly "Reader Service"  
of Coffee & Tea Industries. The  
booklets listed on Page 7 of this  
issue contain specialized, detailed  
information on various subjects.  
This literature is yours for the  
asking. Merely fill out the  
coupon and mail.

## "THE BOOK OF SAUCES"

One of the most complete  
1-volume collections ever de-  
voted entirely to the art of  
preparing sauces. It treats  
this important subject in an  
interesting way. Also in-  
cludes a short summary of  
many spices, herbs and flav-  
orings. 128 pp., vest-pocket  
size.

only \$1.50

Coffee & Tea Industries  
106 Water St. New York 5, N. Y.

# BY 1960!



*Start Your Brand Instant Coffee Sales Now*



**SOL CAFÉ MANUFACTURING CORPORATION**

180-05 BRINKERHOFF AVENUE, JAMAICA 33, NEW YORK

## what's in a name ... like coffee?

The semantic-minded lover of coffee learns the Arabians called it "Kawah" or "Kaweh." The Turks later called it "Kaveh." Through a further change of pronunciation and spelling it became "Kaffee" — from which it was but a step to "Coffee."

Coffee by any other name would taste just as good — but for a dependable source of quality coffee, roasters everywhere have long learned to rely on Otis McAllister. Otis has been in business over 60 years . . . has 18 affiliated offices in the coffee-producing countries of Central and South America staffed with coffee experts . . . and today the organization is the largest distributor of green coffee in the world.

Among the more than 100 types of coffee imported by Otis McAllister, you are always sure to find exactly the coffee you need to meet your specific requirements.

Producers of DON CARLOS MEDELLINS  
OTIS ARMENIAS • CARMENCITA  
MANIZALES • ROLLO BUCKS  
OTIS MEXICANS • CENTRAL AMERICANS  
VENEZUELANOS • AFRICANS  
and those Team-Mates of Quality  
GENUINE CUSTOM-BUILT VINTAGE BOURBONS

## OTIS McALLISTER

Established 1892

MEMBER OF **NCA**

SAN FRANCISCO 4  
310 Sansome St.

NEW YORK 5  
129 Front St.

NEW ORLEANS 12  
322 Magazine St.

HOUSTON  
1 Main St.

LOS ANGELES 13  
837 Traction Ave.

ST. LOUIS 2  
216 S. 7th St.

TORONTO 2  
228 King St., East

